

Dallas

JULY • 1957



Your Lone Star Cadillac

THE STORY OF ITS MARKED SUPERIORITY

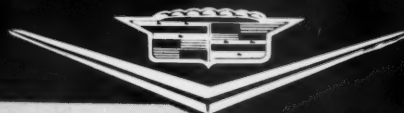


Sincere interest in your motoring pleasure
combined with
the sale and service of America's truly great motor car
guarantees you
typical LONE STAR CADILLAC comfort and practicality
for many years.

Through the years Cadillac motor cars have led the world in styling, practicality, engineering skill, and of course, comfort and convenience. For 1957, LONE STAR CADILLAC COMPANY OF DALLAS presents Cadillac's greatest automotive achievement.

LONE STAR CADILLAC would be pleased for you to see and drive this masterpiece in design . . . this magnificence in motion. You'll find LONE STAR'S interest in you and your car is continuing; that their sincere desire for your motoring satisfaction is constantly at the top of the list.

Please stop by soon . . . let LONE STAR CADILLAC place you in the driver's seat of highway thrills. YOUR LONE STAR CADILLAC FOR 1957 IS WAITING.



LONE STAR

Cadillac

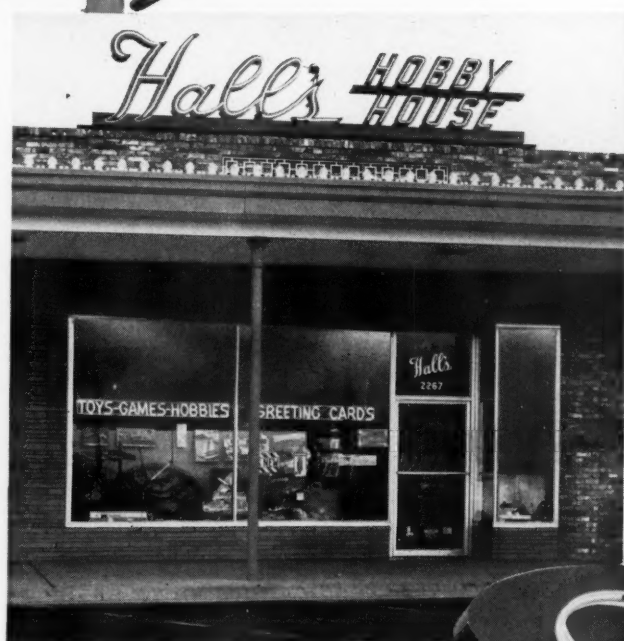
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ENTIRE BLOCK 2300 ROSS AVE.

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**There's a
McAX SIGN
for every
type of business!**



McAx custom-designed these electrical displays to meet the requirements of three distinctively different Dallas firms.

More important still, these signs of McAx Lifetime Porcelain Enamel and neon were quality built for many years of service at low maintenance costs.



Why invest needed operating capital in a sign when you can rent one . . . designed, built and perpetually maintained to meet your requirements? For further details, call or write . . .



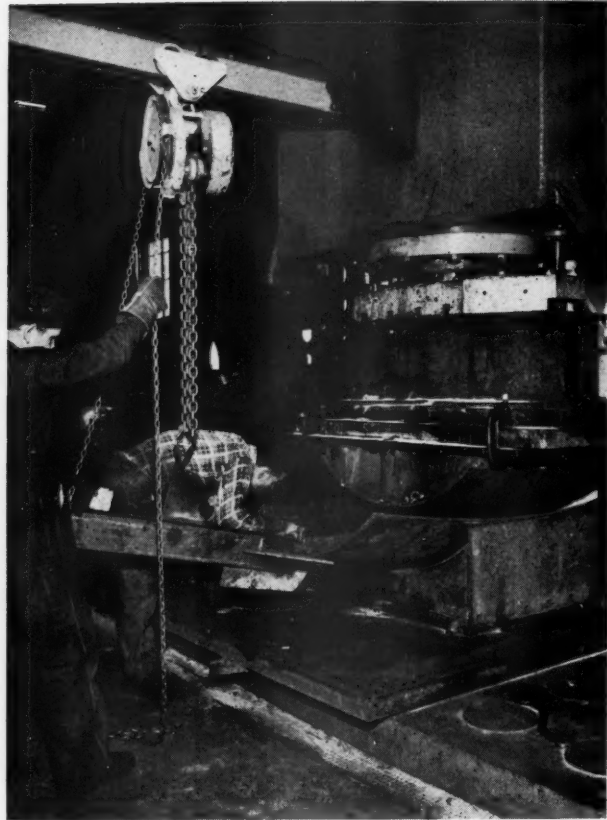
**McMATH - AXILROD
CORPORATION**

628 Third Ave. • Dallas 10, Texas

ENGINEERS • DESIGNERS • MANUFACTURERS

If you have a sign problem, McAx engineers will be glad to assist you.

Typical of the heavy-duty fabrication equipment in the Glitsch plant is this 500-ton hydraulic forming press. The die was made in the Glitsch die shop, and the material being formed is two-inch steel plate.



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Glitsch specializes in intricate tooling and fabricating of ferrous and non-ferrous materials... alloys and stainless steels. We design and fabricate special piping, welding, steel components, large industrial vessels, kiln internals for cat-cracking units, reactor and regenerator beams and baffles... in fact any equipment which must be expertly engineered for weight and strength ratios or special construction.

Whatever your requirements, you'll find valuable experience and modern, complete metal fabricating facilities at

Glitsch. And once we do a job for you, we know you will call us back because you will like the way our "Single Engineering Responsibility" complements your own production program. If you require any kind of specialty fabrication... call in Glitsch. Then you're assured of getting your job done right, and right on time. For more information on Glitsch fabricating facilities, write to us at P. O. Box 6227 in Dallas or ask one of our representatives. There is no obligation, of course.

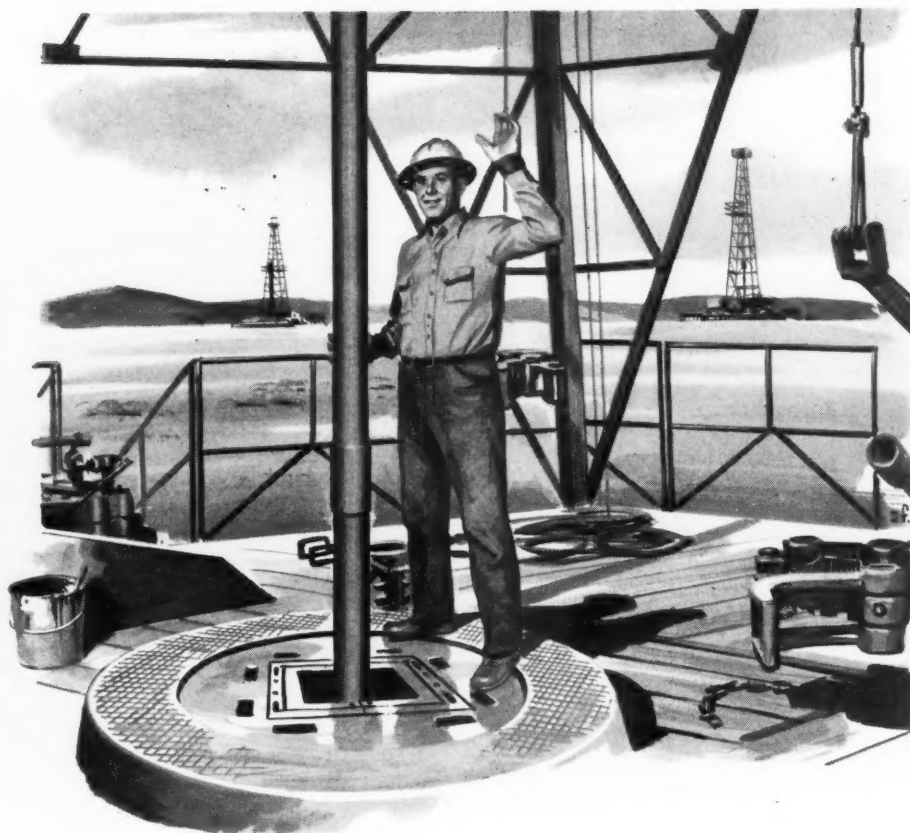
Fritz W. Glitsch & Sons, Inc.

General offices and manufacturing plant: Dallas, Texas



DALLAS • HOUSTON • CHICAGO • TULSA • CLEVELAND • LOS ANGELES • NEW YORK • UXBRIDGE, Canada

DALLAS • JULY, 1957



Why?

- | | |
|--|---|
| Q: Why was Lone Star located in Northeast Texas? | Q: Is Lone Star's steel pipe comparable in quality to pipe made by other mills? |
| A: There is a vast supply of iron ore in the region. | A: Yes. Lone Star casing, tubing and line pipe is made to API specifications. |
| Q: Why does Lone Star specialize in the manufacture of oil country tubing, casing and line pipe? | Q: What advantages, not available through other sources, does Lone Star give its customers? |
| A: Because 75 per cent of the nation's domestic crude oil is produced within an over-night drive from the plant. | A: Lone Star is a convenient, close-at-hand source of API pipe... thus eliminating multiple handling costs. |

Neighbor, wherever you are, specify Lone Star and we both get a good deal!

Lone Star STEEL

COMPANY



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Houston, Texas
Tulsa, Oklahoma

Midland, Texas
Wichita Falls, Texas

San Antonio, Texas
Shreveport, La.

Dallas *Pioneers*



Established
1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company

Street Railway

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1875 First National
Bank in Dallas

Banking

1875 Dallas Transfer &
Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1887 Buell & Company

Building Material
Distributors

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

1893 Oriental Laundry
and Cleaners

Finer Laundering, Cleaning,
and Fur Storage



DALLAS had a population of less than 50,000 when the picture of this ornate structure, the Security Mortgage & Trust Building, was snapped at the then quiet corner of Main and Austin. The nineties also marked the building of Dallas first hospitals, the first city hospital, Parkland in 1894 and the first unit of St. Pauls in 1896. During the same period the firm of Loudermilk, Sparkman & Broussard was one of Dallas leading funeral directors. Dating back to the early nineties when George W. Loudermilk was associated with Patrick J. Linskie, Dallas' first funeral director. The firm was first located in the Oram Building on Main Street and later was located on the present site of the new City Hall and in the old Linskie Building on the present site of the White Plaza Hotel. In 1920, Will R. Sparkman purchased the Loudermilk Company and operated as the Loudermilk-Sparkman Company for many years. In 1926, Sparkman-Brand, Inc., Morticians moved into the old A. H. Belo Home at the corner of Ross and Pearl. This has since been completely modernized. The colonial grandeur of the Belo Home which is a replica of the old Belo Mansion at Old Salem, North Carolina, has been preserved in its modern setting. Today the firm is operated by Louis N. Sparkman who was actively associated with his father in the business for many years.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

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1893 Sparkman-Brand
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1899 Seay & Hall

All Lines of Insurance

1898 Etheridge
Printing Company

Printing, Lithography, Engraving,
Office Supplies

1900 John Deere
Plow Company

Agricultural Instruments

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Hunter-Hayes
Elevator Co.

Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1904 T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

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*"Why don't you give the First in Dallas
an opportunity to say yes?"*



FIRST NATIONAL BANK IN DALLAS

Member Federal Deposit Insurance Corporation

DALE MILLER'S

WASHINGTON

REPORT

Public Works and Progress



Politics — as the most inexact of sciences — is replete with paradox and contradiction, but of all its anomalies one of the strangest is the effect which the "pork barrel" myth continues to exert each year on the program to develop the water resources of the nation. Regardless of the devastations suffered by many areas of the country in recurrent floods, much of which could have been prevented or at least greatly minimized—and regardless of the obvious need for prompt action to afford protection against such disasters in the future — both the Administration and Congress remain so sensitive to the bugaboo of the "pork barrel" that they persistently fail to provide for a realistic program to protect valuable lives and property.

During the past several years the Administration and Congress have been parties to the most rampant spending in the nation's peace-time history, spending which has spread to the remote corners of the earth, yet during this period of soaring federal budgets and extravagant paternalism the amount of money spent on the development of needed public works has actually declined. The federal budget for the current fiscal year approximates 72 billions of dollars, as compared with a budget in 1950 of about 42 billions, yet Federal expenditures for water projects this year were 15 per cent less than they were in 1950.

This has taken place, too, during a period when the nation's population has increased 12 per cent and the national income 43 per cent. Consequently, with more lives and property to be afforded protection now, the decrease in federal appropriations for flood control projects is proportionately much greater than 15 per cent. Furthermore, the continuing movement of population from the farms to the cities has produced a concentration of people and property in congested areas, thus intensifying the necessity for ade-

quate protective works. Moreover, when the depreciation of the dollar in recent years is also taken into consideration, the disparity between the amounts of funds made available for such essential purposes today and in 1950 becomes even more strikingly apparent.

If this sort of "economy" in a public works program had taken place during a period of general retrenchment in government expenditures it might make a certain amount of sense; sacrifices and risks could be more willingly endured in the hope of contributing toward the attainment of sounder political and fiscal policies. But it has been undergone at a time when Federal spending has grown to astronomical proportions, and such spending has been lavished on objectives far less meritorious than the essential purposes embodied in a program to protect the lives and property of American citizens.

Since World War II, for example, the United States has spent 60 billions of dollars in foreign aid, and that figure is nearly four times the amount our federal government has spent on flood control projects in our own country during all the years of the nation's existence. Furthermore, it is an astonishing fact that more American dollars have been committed to the development of a single river in France than would be required to construct the entire comprehensive Trinity River program, including all reservoirs already constructed or hereafter contemplated, and full navigation all the way from the Gulf to Dallas and Fort Worth.

Whatever may be said of the debatable merits of an extensive foreign aid program, the contrast between our parsimony at home and our prodigality abroad is a vivid commentary on the incongruity of our political behaviour. What we have been doing for others and to ourselves is a bewildering ambiguity that beggars explanation.


The timidity and diffidence with which the Administration and Congress persist in approaching the responsibility of developing an adequate public works program is difficult to understand. There was a time in the early history of the country, of course, when the accusations of "pork barrel" had considerable validity. No efficient formulas to evaluate projects had then been devised, and a number of projects of questionable merit were authorized by familiar log-rolling techniques to accommodate influential politicians. But that was a 19th century phenomenon which is rarely in evidence today. For the past many years all proposed public works projects have been subjected to such cold and analytical scrutiny by the U. S. Corps of Engineers, in the determination of both their engineering feasibility and economic justification, that the merits of those which eventually attain consideration by Congress are fully and unassailably established.

This is not to say that political influences are wholly absent in the deliberations over public works projects on Capitol Hill. Politics in all circumstances is susceptible to the delicacies of accommodations and understandings among those who practice it, but it has been the experience of this observer that such devices

The "pork barrel" bugaboo: The nation deserves a realistic program to protect basic resources.

are less in evidence with respect to public works than virtually any other phase of political activity. Indeed, the rigid procedures employed to justify consideration of such projects in the first place have the effect of inhibiting the usual interplay of political influences. In any event, the contrast between declining expenditures for public works and increasing expenditures for practically everything else is a fact which speaks eloquently for itself.

It is an elementary fact that the most precious of all the resources of a nation, aside from the people who comprise its citizenship, are its soil and water. Any policy which neglects the conservation and protection of these basic resources is unworthy of a responsible political leadership. A forthright and realistic public works program, commensurate with the needs of a growing population and an expanding economy, should be a first order of business in the White House and on Capitol Hill.



A GIANT overhead crane swings another load of steel pipe over the Lone Star storage yard in East Texas. With 5,000 employees, Lone Star Steel maintains headquarters offices in Dallas, and is a leading supplier of pipe for the oil industry.

by Tom McHale

Diversification is one of the key factors in Dallas' expanding economy. The foundations of Dallas payrolls and Dallas income stem from many industries and many sources. The geographic and transportation advantages of Dallas, coupled with its banking and commercial leadership, are helping to bring more diversification in new industries and to enhance diversification within established industries. This means that Dallas is constantly adding a broader and stronger base to spread new sources for its growing payrolls.

The modern expansion of Dallas' Oil and Gas Industry provides an outstanding example of this type of development. Today—Dallas annual payrolls for Oil and Gas and related fields approximate \$101,100,000. This represents 7.8 per cent of Dallas' overall annual payroll of \$1,299,585,000. However, this by no means represents all the income that accrues to Dallas as a result of its position as one of the dominant centers of world petroleum.

Steadily and without a great deal of fanfare, the Dallas Oil and Gas Industry is expanding on all fronts. This includes marketing, production, geophysical, re-

search, oil well supplies, petroleum transport, industry publications and almost all the ramifications of this basic industry. In addition to primary payrolls in Dallas manufacturing plants serving the industry and drilling and production organizations based in Dallas, the growth of Dallas as an oil center is constantly accelerated by the addition of payrolls for headquarters offices of organizations that are expanding operations in the Southwest, over the North American Continent and wherever oil is being produced on the globe. The secondary income from such items as legal services, printing, financing, air transportation and other basic items brings additional millions of dollars into Dallas because of its position as an oil center.

Unlike Tulsa, Oklahoma City, Houston or Los Angeles, Dallas has no oil fields in its back or front yards. Yet, its basic geographic, transportation and service advantages have served as a magnet to draw more and more firms to Dallas as a headquarters city for direction of their operations. Some have come, like Dresser Industries, after a comprehensive analysis of the basic advantages of other oil centers. Others have started with relatively small operations in Dallas and gradually

moved entire organizations here as the advantages of Dallas proved themselves over a period of years. A prime example of this last category is found in the experience of Drilling & Exploration Company, Inc. This firm, after operating an office in Dallas for several years is now moving its Houston and Los Angeles offices to Dallas and consolidating the headquarters of their drilling and production executives in space that will require more than a complete floor of the new Exchange Bank Building.

The recent acquisition of American Liberty Oil Company by American Petrofina, Incorporated, brings another major marketing organization into Dallas. In 1956 this company also acquired the properties of the Panhandle Oil Corporation of Wichita Falls. The American Petrofina Company of Texas will assume operation of the refining and marketing units of these companies. Formed in April of 1956, American Petrofina, Incorporated, has charted a fast pattern of growth in both oil property acquisitions and in retail marketing operations. It has been listed on the Board of the American Stock Exchange since October, 1956. The territory included in the Panhandle and Amlico Brand Areas extends from Shreveport to Albuquerque and includes two modern refineries and over 700 retail outlets. The company owns production properties throughout the United States, undeveloped leases, pipelines and other assets. American Petrofina of Texas is actively engaged in property acquisitions for new retail outlets and in an extensive new

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DIVERSIFICATION

Big Factor in Oil Industry Growth

super service station building program. Their operating division with headquarters in Dallas is under the direction of D. R. Zachary, executive vice-president; W. N. Cones, vice-president and Verne H. Maxwell, vice-president.

Another prime example of Dallas' development as a headquarters oil city in a completely different field is found in the general offices of Lone Star Steel

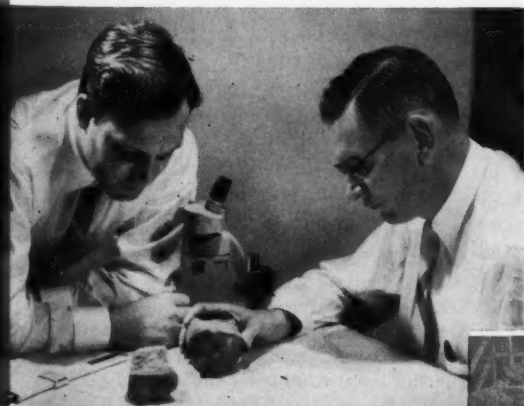
headed by E. B. Germany. The success story of this firm was the subject of a feature story in the June 15 Issue of *BUSINESS WEEK*. Production facilities of this plant are centered at Lone Star in deep East Texas. Last year, according to the *BUSINESS WEEK* article, Lone Star operated at 114.7 capacity against a national average of 89.9 per cent. Producing J 55 pipe for the oil industry as

its principal product, Lone Star is in the heart of one of the most active drilling sections of the nation.

Also proving the advantages of Dallas in sales and advertising is the last year's sales figure of Lone Star which stood at \$88 million. Somewhat unlike the "Madison Avenue" approach is their symbol of "Joe Roughneck" that undoubtedly helps to sell a lot of Lone Star Pipe to oil men in the Southwest. Lone Star officials are shooting for \$100 million in steel sales next year.

Back of this Lone Star organization is the story of a group of Dallas leaders headed by John Carpenter (now Board Chairman of Southland Life) who were determined to build a steel industry in Texas and utilize the ore resources of East Texas. Against heavy odds and opposition a wartime plant was established.

(Continued on Page 54)



ABOVE two reservoir engineers, James Law, vice-president of Nortex Oil & Gas, and Homer Osborne check over cores prior to making recommendations of waterflood systems for oil recovery. (Right) Vessel fabricating bay at Dallas plant of Fritz Glitsch & Sons. Refining columns as large as 160 feet high have been built in this plant.



DALLAS INDUSTRY ON THE MOVE

Oil Field Equipment

In Oil Fields From Saudi Arabia to South America You'll Find Technical Advances and Innovations Which Have Been Developed by Companies in Dallas

By John Faxon

Aggressive use of brains, money and good location have made Dallas a top world center in the highly competitive field of oil drilling equipment supply.

From the minds and drawing boards in Dallas offices come new developments and improvements in standard items. The city's importance stems both from making and distributing oilfield equipment.

Headline-making work with the turbodrill by Dresser Industries, Inc.; a new safety valve developed at Otis Engineering Corporation; the new Continental-Emsco Company drilling tender, and custom work and shipment to fit a special situation by Oil Well Supply Division of United States Steel Corporation are four of the latest facets in this crown of leadership.

Besides these four firms—all based in Dallas—many other companies serve the oil industry directly and indirectly with iron, steel and metal goods, precision and electronic instruments, well services and engineering.

Streaming from production lines of local plants are scores of the many large and small items it takes to drill an oil well. What is not made here is shipped in, fabricated or assembled in the great distribution warehouses to be fed later on demand to oil drillers through supply company stores—the heart of the oilfield equipment business.

Dallas-manufactured and engineered goods are channeled through Gulf ports to locations all over the world.

Oil Well Supply recently assembled two complete drilling rigs at its Garland works, photographed them from a helicopter and carefully labeled the parts. This labeling was keyed to the labeled photograph to help native labor reassemble the rigs at the destination—a site up the Amazon River in Brazil.

At its Garland works, Oil Well Supply fabricates and distributes draw works drives, pump units and derricks. The ware-

house supplies stores over the Southwest and West.

Engineers of Otis Engineering Corporation and Compania Shell de Venezuela have developed an improved subsurface safety valve for use in Shell wells in Lake Maracaibo, Venezuela.

Controlled from the surface, the valve allows either tubing or casing flow or gas lift on the tubing or casing. The valve is full-opening, which permits the running of tools and instruments without removing the valve assembly. More than 100 wells in the oil-rich lake now use this valve.

Need for subsurface control became evident when one night a barge operator slammed into a well with a barge. Surface valves were dislocated, the oil string was bent in the hole and oil gushed out onto the lake all night, much to the annoyance of Shell, lake fishermen and the government.

Increased operations in the lake by United States companies are responsible for a "first" by Continental-Emsco, a division of Youngstown Sheet & Tube Company.

Now offered for the first time by the firm as an "in stock" item is a huge, fully-equipped offshore drilling tender. This new idea no longer makes it neces-

sary for a contractor or firm to have a tender designed by one company, constructed by another and buy outfitting equipment from many others.

The giant unit is 180 feet long, 70 feet wide and 11¼ feet deep. A 45-by-83-foot helicopter deck is included. The units are constructed at Livingston Shipyard Company at Orange. They are floated to Venezuela complete and ready to go to work. At its Garland plant, Continental-Emsco makes sucker rods and subsurface pumps.

Worldwide activities of Dresser Industries, Inc., and its 11 companies center at the Dallas headquarters, established here seven years ago.

From its three plants in Dallas—Ideco, Security Engineering and Guiberson Corporation—flow a stream of rigs, masts, pumps, bits, packers, rubber products and related items.

Still making news is the work being done by Dresser to perfect a turbodrill for use in this country.

In conventional rotary drilling the entire string of drill pipe from the surface to the bottom of the hole—often two miles down—must be turned to power the bit which cuts into the rock.

A big advantage of the turbodrill along with its higher operating speed is that

NOW LISTED as an ordinary "in stock" item, the offshore drilling tender shown above is one of several being made for Continental-Emsco Company by Livingston Shipyard Company at Orange. The fully-equipped and finished tenders are floated to Venezuela and kept "in stock" for use in the Lake Maracaibo oilfields.



only the turbine and the bit need to be rotated.

Already rugged tests of forty Russian drills have proved the turbodrill is a powerful down-hole drilling engine. Drill bit rates definitely can be increased in the opinion of Otto Hammer, operating vice president and general manager of the turbodrill division.

With development of rock bits particularly adaptable to the drill's high speed and horsepower characteristics, use of the drill can and will lower drilling costs in many areas under many conditions, the company has said.

National attention is being focused on Dallas and Dresser since any lowering of drilling costs and increase in efficiency will be welcomed by the nation's oilmen.

Higher costs continually plague drillers. Under certain conditions, the turbodrill will save time and expense, reduce friction and loss of power down the hole and make probable the use of lighter and less-expensive drill pipe.

Last fall Dresser bought the 40 drills outright from Russia and still is evaluating their performance and learning operating procedures with the drills in the Permian Basin and Mississippi. Following design and modification work, the company plans to make the turbodrill available to the nation's oil industry.

How Dresser obtained the Russian models is a story of the aggressive use of brains and money—the same go-getting attitude that has helped make Dallas a world oil industry center.

The turbodrill idea is not new—84 years ago a patent was granted to Christopher Cross of Chicago for a machine using the essential elements of the turbo-

drill. This was some 30 years before the first recorded use of the rotary.

Ten years ago on a Moscow business trip, J. B. O'Connor, now president of Dresser, tried to secure rights on the Russian turbodrill, but met with no success.

In 1955 the "Post-Stalin" loosening of the girdle of secrecy enabled Russian technicians to attend the World Petroleum Congress in Rome.

The globe-trotting Mr. O'Connor attended, listened to what the Russians said about their version of the drill and wasted no time in formulating a plan to obtain the design for use in the United States.

By February of last year he was back in Moscow to take a close look at research on oil well drilling. He then trekked out to visit an oilfield in icy Siberia to see the turbodrill in action.

From Oktiabrskii, a city of about 100,000 in the Bashkir Republic, Mr. O'Connor went to the field where in subfreezing temperatures he watched, staying on the rig while the turbodrill was run and pulled out.

"It was a little difficult for the crew to understand my insistence upon actually observing the difference between rotary and turbodrilling," Mr. O'Connor recalls.

"They took the latter for granted, and it was inconceivable to them that anybody should be so stupid as not to know that the turbodrill was much faster."

After drilling with the conventional rotary for an hour and a half, a measurement was made. The average was four and a half feet per hour.

The turbodrill was put in the hole and

(Continued on Page 59)

A WIDELY-PUBLICIZED Russian turbodrill with bit attached hangs ready for a test run by Dresser Industries, Inc. which plans to make a perfected oil turbodrill available to the American oil industry. The company is evaluating the fast, time-saving turbodrills now in West Texas.



OTIS Engineering Corporation tests its specialized subsurface oilwell controls at its Dallas plant. A regular oilwell crew tests controls under actual producing conditions with a full-sized derrick complete with crown, traveling blocks and draw works. The company also maintains a laboratory inside its plant.



The Businessman and Neophobia

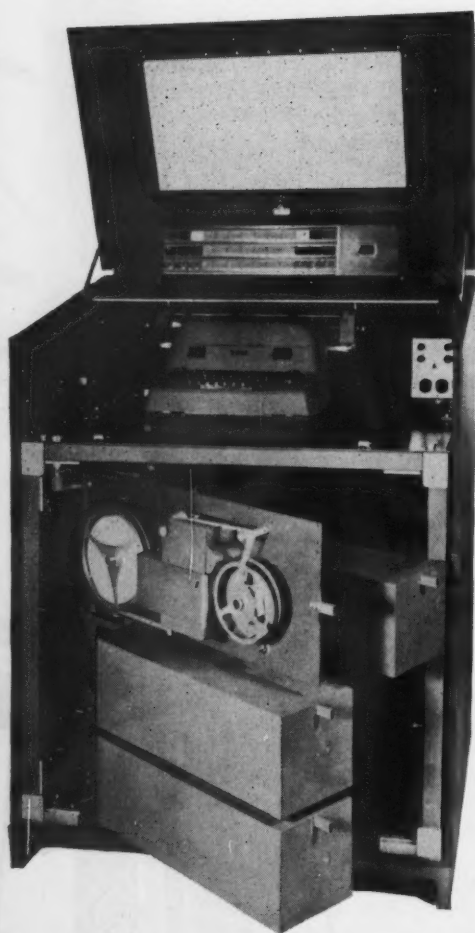
Is This Type of Fear Costing You Time and Money?

by Annette Robinson

Have you heard or read recently about a new type of office equipment capable of doubling the output of one of your departments? Chances are that you have. Now what was your reaction to it? Did you decide on the spot to look into this innovation thoroughly to see how it could save you time and money, or was it your feeling that since this idea is new and somewhat revolutionary you would just ignore it for a while to see if it would last.

If you are among those who decided to

THIS is the storage machine for IBM's new Automatic Production Record system which picks up information at the starting point of an operation, stores it and then transcribes it onto punch cards, tape or complete typewritten records.



"let it ride" for a while... then maybe you are suffering from neophobia.

Neophobia is simply the fear of the new. It is the disease which afflicts that neighbor of yours who put off buying a television set until last year because he wanted to be sure "all the kinks had been worked out." In his case all neophobia cost him were several thousand hours of enjoyment.

But if this disease is allowed to creep into business management... the cost quickly becomes dollars and cents.

This is especially important to you because this is the age of the new, this is the age of automation.

Automation is a word so new it can't be found in most dictionaries, but it can save you hundreds of dollars in your office operation.

If your secretary, for example, earns \$3,000 a year, one hour of her time is worth \$1.54. If you can relieve her of one hour's work every day — say the routine chores of filing, opening your mail or taking dictation — to allow her time for more important jobs, in a year you will have gained \$375 plus invaluable dividends in improved morale.

If you yourself make \$8,000 a year, one hour of your time is worth \$4.10. By saving that hour each day, you will have saved \$1,000 in a year.

Surprising, isn't it?

Yet, by employing office automation — gadgetry, if you will — to cut out the dull drudgery of office routine, you can actually stretch your business dollars.

To most people, automation means a bunch of colored lights in an automobile plant in Detroit or even an electronic brain on a television quiz show. But there are time-saving, step-saving systems for almost every job. And bringing some of these mechanical marvels into your own office can increase productivity, can simplify the work load so that while more is done, it's done more easily.

IBM, for example, has come up with an Automatic Production Recording system (APR) which picks up information at the process point of an operation — whether it be a meat-packing house, a dairy or a book-publishing firm — and continuously organizes it. The information is then stored, or it can be automati-

cally typed, punched into cards or tapes or flashed in lights for immediate control on the production line. The system automatically produces comprehensive production reports for management or can be used for "on-the-spot" reports to let the supervisor know exactly where he stands production-wise at the moment. IBM tailor makes the system for each individual operation, and its lowest-priced APR installation is within the reach of almost any business.

But don't think that a complicated process like APR is the only side of office automation.

One of the easiest ways to save at least an hour a day is through the use of electronic dictation equipment, which is available when your secretary is not and which cuts out the "second writing" which your secretary must make if she uses the shorthand method. Electronic dictation can also be used for other routine and cumbersome tasks in your operation, such as taking inventory or recording lengthy orders from salesmen on the road, with a little gadget by Dictaphone called Dictet, which is conveniently carried over the shoulder in a leather case.

At Collins Radio, electronic equipment by the Edison Voicewriter company is connected to the earphones of an operator who transcribes the message directly onto a teletype machine which sends direct wires to all parts of the country. Dictation equipment may also be installed in telephones through your switchboard and the dictation relayed to a central stenographic pool.

A lot of dictation, of course, means a lot of typing, and many new gadgets have been invented to speed this work along. Remington, for example, has several typewriter attachments: a stencil attachment which enables the operator to produce 50 per cent more stencils per hour; a folder-writer attachment which enables the operator to type titles or indices directly on 150 or more file folders or jackets per hour; and a dual-rite typewriter which gives both regular and bold printwork at the flick of a switch. The Coxhead company makes the Vari-Typer which prints many different type faces to make your inter-office publications more attractive and less expensive.



A **HOMEMADE** gadget helps Burroughs consolidate 20 reports in a matter of minutes by folding each report over one of the slats with the proper column exposed.



AN **EDISON VOICEWRITER** is connected to the earphones of this Collins operator, who transcribes the message onto a TWX machine and relays it to all parts of the country.

For businesses which require photocopying, Reproduction Equipment company, a Dallas firm, makes a photostat unit which does continuous copying at the rate of six feet per minute. The whole process of copying requires only one operator and no costly plumbing. Paper wastage is reduced since only the sides need to be trimmed, and permanent copies are turned out.

To make quick business of mailing your firm's correspondence and direct mail, an inserting and mailing machine by Pitney-Bowles handles the entire process in one operation. For smaller offices there are electric folding machines, collaters and letter-openers, and the Friden company makes a stamp affixer which "licks" an entire roll of three-cent stamps and a multi-sealer to seal envelopes automatically.

Desk-size calculators are always in demand, and a fascinating one is Olivetti's Tetractys. The machine's combination of short-cut multiplication and inter-operation transfer enables it to come up with the answers in an amazingly short time. For posting operations, McBee's General Records poster allows one operator with one piece of equipment—a peg board affair—to do accounts payable, accounts receivable and payroll process in a single operation.

You may feel, however, that your office is not quite ready to switch over completely to these mechanical devices. In that case, you can probably come up with

some homemade inventions to handle your problems.

At the Burroughs company the problem was consolidating reports from about 20 branch offices, so somebody got the bright idea of making a holder for the reports to speed up the consolidation. The top of the holder has a number of slats over which the reports are folded, with the same column exposed on each report. With a line gauge to guide her, the accountant merely totals a line and has the reports consolidated in a matter of minutes. Burroughs also must save a lot of tapes, some of which are more than six feet long. For the job of winding the tapes—which used to take hours—an ordinary film rewinder with an extra long rod is now used and, presto, the task is accomplished.

Republic National Life, which has one of the most "automated" operations in the Southwest, naturally handles a lot of punch cards, most of which must be verified. This used to be done by holding the card up to the light, but a planning division brainstorm produced a little homemade glass-covered desk light, similar to the type used by photo-engravers, which is just a little larger than an IBM card. Now the operator just slides the cards over the light and verifies them instantly. RNL also uses an electric jogger which prunes out file cards more than ten years old.

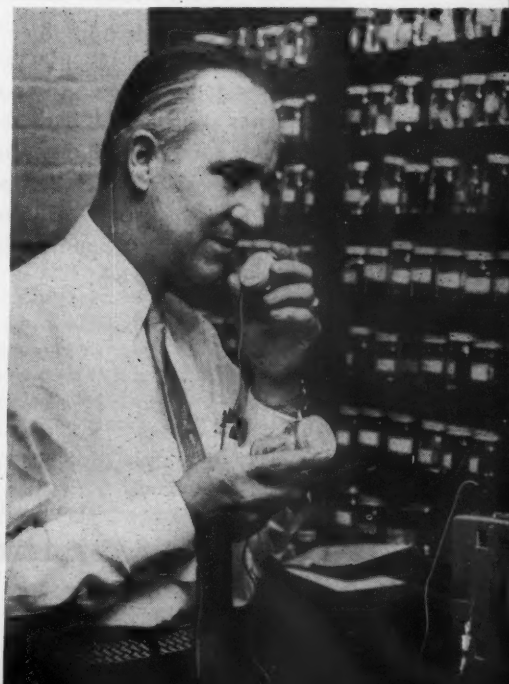
Whether you conduct your business in a few rooms on Main Street or in a luxurious suite in the Meadows Building,

you can save time and money merely by finding a few gadgets to replace the dull drudgery of some of your jobs.

If you want to save time and money in your operation, there are hundreds of systems and techniques ready and waiting to serve you. But you must take the initiative in studying these devices and then putting them to work for you.

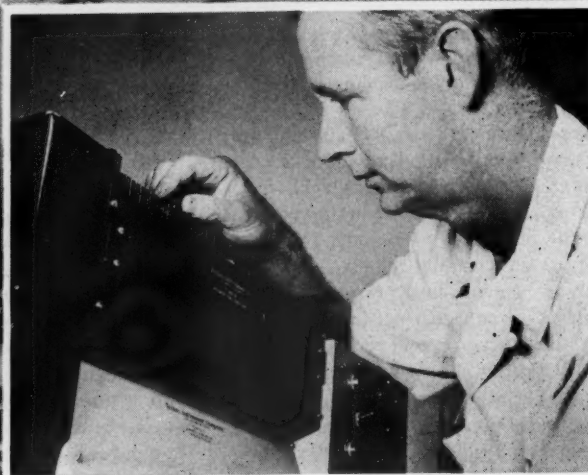
Remember, your neophobia may be costing you money.

TAKING inventory on electronic dictation equipment is one of the ways to put Dictet, a new portable Dictaphone unit, to work for you and save the time which would be spent in a "second writing."



NOW...

*TWO convenient GSI
Data Processing Centers
for your Corrected
Record Sections*



Get full use of your magnetically recorded seismic data with corrected record sections from GSI. Fully equipped GSI data processing offices in Dallas and New Orleans are in operation to produce better record sections for you — faster. Call or write GSI for rates and services available... for short jobs, special projects, or processing for full production of your seismic parties, either GSI or other. Services include: • Processing of tapes or discs • Static and dynamic corrections • Filtering and compositing to order • Corrected sections in time or depth.

Plus a new GSI data processing service:

Corrected Variable Density sections from your magnetic recording.

In the Field, too.

GSI can supply field parties fully equipped to produce corrected record sections independent of central playback office — another example of complete GSI versatility in handling your geophysical requirements.



Write for GSI Bulletin 57-2 on data processing. Ask for sample variable density section.

GEOPHYSICAL SERVICE INC.

100 EXCHANGE PARK NORTH • DALLAS 35, TEXAS

Dallas world trade NEWS

If the difference between pfennigs, francs and pounds throws your accounting department into a swivet every month, there's an aspirin just around the corner.

Help on all foreign money matters is as near as your Dallas banks which have large staffs of specialists waiting to give you a hand with your foreign business problems and even make your foreign travel easy.

These departments, call them what you may—Foreign, International or World Trade Departments—receive reams of information which you may be able to use. Every month there is a schedule of how payments on collections are being made in every country south of Dallas. The departments have a complete file on current trade opportunities in most of the countries throughout the world. Up to date information is available on the laws governing your business in any country.

There are direct banking relations between the Dallas banks and approximately 100 banks in other parts of the world, including all of the principal trade and tourist centers.

These foreign banks carry literally millions of dollars on deposit in Dallas to facilitate the direct transaction of Dallas business with world customers. A huge volume of Letters of Credit comes into the Dallas departments from abroad which speed up exports from this end. Local banks reverse the system by opening a large volume direct with foreign correspondents to expedite local imports. In other words, Dallas banks have direct connections, and your business is handled for you on a direct basis without having to go through a third financial channel which often causes expensive delays.

If you or a representative of your company travels throughout the world on business or pleasure, you may find it convenient to get from your Dallas bank a Circular or Travelers Letter of Credit which is good throughout the world. To make it easy for you to negotiate under these Letters of Credit, Dallas banks have made arrangements with over 2,000 banks in over 1,000 towns. These out-of-town banks have the proper documents to promptly handle your needs. Too, you are

not limited to just these banks as the Dallas bank departments are known in almost every other country. Travelers checks are, of course, another available service, and combine well with the Letters of Credit.

Did you know that Dallas banks can give you a check drawn on a local bank in over 5,000 locations? For fun, pretend you are going big game hunting in Nairobi, Kenya, British East Africa—you can get a check payable at a local bank in Nairobi.

If you have bills to pay in any town throughout the world (outside of certain Iron Curtain countries) or want to make remittances in dollars or any negotiable currency, all you have to do is to walk into your bank, tell them your problem, and it will be promptly handled.

In short, the men in Foreign Trade Departments of Dallas banks are all especially trained for world trade, and daily handle transactions between various countries and exchange foreign currencies for dollars, or your dollars for foreign currencies. When you need it, that training is there for the asking.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

EXPORT OPPORTUNITIES

PUERTO RICO—R. Sanchez Ortiz, Tetuan #316, Apartado 1668, San Juan Puerto Rico, wishes to serve as importer or manufacturer's representative of Dallas manufacturers or producers.

BRAZIL—Feigenson, S. A., Rua Joao Tibirica #958, Caixa Postal 7036, Sao Paulo, Brazil, wishes to import Television parts and transistors.

ALASKA—El Sombrero, Box 731, Anchorage, Alaska, wishes to purchase corn flour.

ITALY—Luciano Berti, Piazza Carducci 1, Alessandria, Italy. Individual

wishes to serve as representative or even as buyer's agent on commission basis.

CUBA—Dr. Cesar Gonzalez Salva, Calle 100 (Ave. Menocal) No. 3701, Habana, Cuba. This individual and owner of clinic wishes to represent and/or distribute pharmaceutical products, medical instruments or related lines.

MEXICO—J. Muñoz, Ave. Hidalgo #75-306, Box 7412, Mexico 1, D. F., Mexico, wishes to purchase several products: incubator for chickens, ducks with capacity for 1000 eggs; fertile eggs for the incubator which will hatch; and clean rags, used.

IMPORT OPPORTUNITIES

INDIA—Hira Lall & Son, 20, East Park Area, P. O. Box 2558, Karol Bagh, New Delhi, India. This firm wishes to contact potential importers of: Ivory articles; Brass goods; Zari embroideries; Silk scarves and dress pieces; Incense burner sticks; Handloom fabrics and wooden art wares.

MEXICO—Long & Gonzalez, Ave. Guerrero #338, Nuevo Laredo, TAM, Mexico. Firm desires to contact those interested in helping to establish and introduce line of Mexican handmade leather products.

ECUADOR—Compañia Arcentales, Apartado T, Guayaquil, Ecuador. Firm wishes contact with importers interested in "Native Ecuadorian Handicrafts" made from straw, leather, wood, and some cotton textiles.

MEXICO—Ramon Perez Sanchez, Apdo. Postal 44, N. Laredo, Tamps., Mexico, wishes to export and sell hand-hammered shoes of special fabrication.

HONGKONG—Jack & Bros. 20 A, Minden Avenue, 1st Floor, Kowloon, Hongkong, China. Clothing manufacturer specializing in "made to measure" clothes offers Sole Agency for representation of their lines.

GERMANY—Fritz Kammerer, Pirkheimerstrabe 103, Nurnberg, Germany. Manufacturer of household spring scales seeks representative to handle his product.

JAPAN—S. K. ITO, INC., No. 37, 2-Chome, Kanagibashi, Daito-Ku, Tokyo, Japan. This firm manufacturing hand-carved wooden ornaments, and also those so that grain of wood appears to be part of design seeks those firms interested in importing these products.

MEXICO—Ramon Murillo, Zaragoza #210 Norte, Ville de Guadalupe, N. L. Mexico, wishes purchaser of his high quality broom corn.

WHAT'S DOIN' IN AUGUST

What to do now that Dallas is wrapped in hot weather? Why, go to the Musicals, take in a night club, make the movies and for an off-beat treat, try the wrestling matches! There's no shortage of entertainment in Dallas this August!

Go To The Musicals... ...For One Enchanted Evening

"South Pacific" plays the State Fair Musicals Aug. 5-18 and for those who were lost in Big Bend National Park the last 10 years, here is the plot. On some enchanted island, the next one over from Bali Hai, is stationed navy nurse Nelly and a stageful of dancing sailors and marines. Also on the isle is the French planter who looks as much like the late Ezio Pinza as the make-up department can make him. Nelly and the planter fall in love as do the lesser characters, a marine flyer and a Bali Hai belle. And while this goes on all the sailors are just a-dancing and a-singing, breaking ranks only to allow one of the principals to come forward and sing one of the show's wonderful numbers.

But you've seen "South Pacific"? Then see it again for Patrice Munsel will be Nurse Nelly, the role that clinched Mary Martin's stardom. Certainly Patrice is the best voice to ever sing the role and should be the best Nelly ever to play in Texas.

... For Anna Maria As "Rose Marie"

Anna Maria Alberghetti is a small brunette with a Lili Pons-like voice range. She reminds us of Pons although she has not Lili's petite sophistication or Lili's good sense in leaving out-and-out pop songs alone. But Alberghetti's voice is right for the "Rose Marie" score.

Like "South Pacific," "Rose Marie" has a plot you should know, particularly if you passed through the Nelson Eddy-Jeanette McDonald craze. In R. M., Nelson is a mountie after his man, a task com-



plicated by the fact Jeanette is the man's sister and inevitably, Nelson's own true love. Naturally, Nelson has to bring in his man but it bothers him as he rides away with the brother, hearing sister Jeanette off in woods someplace singing "I'll be loving you-hoo-hoo-hoo-hoo-hoo-hoo!" Heck, that would bother anybody!

Take In A Night Club!

At least three big events will play Dallas this month. Eddie Peabody opens at the Statler Aug. 9 as do Jimmy Edmondson and Eileen Rogers the 22nd. Jacques Fortier begins Aug. 15 at the Adolphus. Our choice: Commander Edward Peabody who in addition to being a crack pantomime comedian (those ex-naval officers are a humorous group anyhow) is also America's foremost banjoist. When you hear what Eddie can do with this rollicking instrument you'll wonder why it isn't included in orchestras besides Spike Jones'.

Try Wrestling!

We did and so help us, we had a grand time! The action was fast, the crowd was wonderful and the wrestlers, themselves, spectacular — big guys of more than 200 pounds, some of it muscle. We remember Farmer Jones, a black bearded guy with a twinkly eye and an inclination to use his bare feet. Then there was Ray Gunkle who slipped out of his hero role and got downright mean with poor Jim Hady, kicking and stomping him with enthusiasm. And Bull Curry! What a kisser!

But the audience was really the show. When Ol' Bull roared at the crowd, "Shall I hit 'em?" good little Romans that we

were, we all hollered back, "YEAH!" And there was a gentle little matron that profusely apologized when her cigarette accidentally brushed our arm — then went back to screaming, "Kill 'im! Kill that man quick!" at that fine old sportsman, Duke Keomuka. Of course, there was that gorgeous blond who sat with bored and glacial calm through all that mayhem. We decided she was a wrestler's wife and didn't inquire.

All in all, it was an exciting evening and to think that that stuff goes on every Tuesday night!

Try Anything!

Dallas Memorial Auditorium is scheduling in their first big event, "Holiday On Ice" Aug. 24-30. This will be your first chance to see the big Auditorium. There will be lots of good movies: Andy Griffith, the hit of "No Time For Sergeants" will bring in his "Face In The Crowd." Ol' Fred Astaire will defend his dancing championship again in "Silk Stockings," a musical re-make of "Ninotchka." Doris Day will be tough-gal Babe in "Pajama Game." And we'll finally get to see whether Jayne Mansfield can act as well as Candy Barr when "Will Success Spoil Rock Hunter" comes to town. Others: "An Affair To Remember" with Cary Grant, "Loving You" with Elvis Presley, "Gun Glory" with Stewart Granger, "Tammy And The Bachelor" with Debbie Reynolds, "Band Of Angels" with Clark Gable, "Jeanne Eagles" with Kim Novak, "Bambi" with a Walt Disney deer.

toiii crabtree



ASK THE 4,400

We think General American Oil is a remarkable company. And our 4,400-plus stockholders can tell you just *how* remarkable. This goes for the newcomers who have bought GAO since it was listed on the New York Stock Exchange in April this year, and for the old timers who bought it back in 1936. Most of these folks have seen an original investment multiply many times. Aggressive and vigorous, GAO looks to the future with confidence.



MARKETS

\$6,500,000 Southwest Homefurnishings Mart Opens to Members for Fall Furniture Market

The doors of the Southwest Homefurnishings Mart — newest showcase for the Southwest's fast-growing furniture trade — were opened to members of the market for the first time at dedication ceremonies on July 8.

Mayor R. L. Thornton officially unlocked the doors of the Mart and presented a two-foot gold replica of the key to Trammell Crow, developer and owner of the \$6,500,000 building.

The occasion also marked the opening day of the Summer Homefurnishings Market, one of two major market events to take place in the Mart each year under the sponsorship of the Southwestern Furniture Manufacturers Association. The association, backbone of the group of permanent exhibitors now established in the Mart, maintains its headquarters in the building.

During the dedication ceremony, Mayor Thornton pointed out that, with the opening of the new Mart, "Dallas has definitely come of age as a furniture distribution center second only to Chicago," and predicted that "one of these days, the Chicago folks may have to start coming

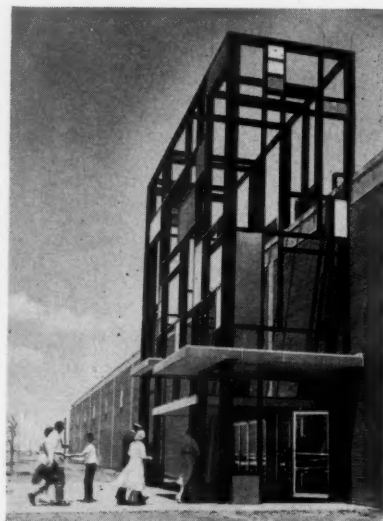
to Dallas to see what's new in home-furnishings!"

James Mason of Tulsa, Oklahoma, was honored as the first furniture buyer across the threshold of the new building. Mason was welcomed by Trammell Crow and presented with a lifetime pass to the Mart.

Milton Smith of Austin, acting president of the Southwestern Furniture Manufacturers Association, joined Mayor Thornton in hailing the Mart as a "giant step forward for the Southwestern furniture field."

The ceremony of opening the main doors to the Mart for the first time took place against the backdrop of the huge steel and porcelain geometric which frames the entranceway of the building.

Over two hundred homefurnishings manufacturers and retailers gathered at a dinner sponsored by the SFMA in celebration of the opening that evening. Dr. Arthur Smith, vice-president of the First National Bank of Dallas, economist and business analyst was main speaker at the dinner and pointed out that the best advice anyone could give a furniture manufacturer or merchandiser would be:



AN UNUSUAL geometric of steel and porcelain frames main entranceway of the new Southwest Homefurnishings Mart, opened at dedication ceremonies on July 8, 1957.

"Go Southwest, young man!"

Smith went on to say that consumer buying of homefurnishings in the Southwest presents the brightest picture in the nation, with retail sales increases here exceeding the national average by several percentage points. He predicted that the new Mart will prove a great asset to the industry and will bring improvements to homefurnishings marketing in numerous ways.

As economic and geographic center of the Southwest, Dallas is in the heart of what the SFMA terms "the fastest-growing market in America," an area encompassing the six-state area of Texas, New Mexico, Oklahoma, Arkansas, Louisiana and Mississippi — where twenty million people spend \$25 billion dollars each year!

During the Summer Market this month, more than 5,000 retail buyers inspected 100 lines of homefurnishings occupying permanent display space in the building. The manufacturers association will sponsor its second market of the year in January 1958. By then, the SFMA expects "more than 200 important lines of merchandise to be permanently housed in the Mart."

The Market Committee of the SFMA will determine the semi-annual market dates, market policies and building regulations at the Mart. The building is open daily to the trade only, with Friday designated as Buyers' Day.



VISITORS to newly-opened Southwest Homefurnishing Mart, Stemmons Expressway, admire Castilian patio decor of one of the first-floor lounges. At right: one of spiral staircases planned to afford visibility to showrooms located on both first and second floors of Mart — most modern in the United States.

Markets

The Southwest Homefurnishings Mart, eighth permanent display building for the exclusive exhibition of furniture to be built in the United States, is the only furniture mart that is all-air-conditioned. It is the only permanent furniture display building in the Southwest and was designed by Don Speck to meet the specific needs of exhibitors and buyers.

With the Mart's capacity now at 200,000 square feet of air-conditioned sales and exhibit space, Trammell Crow has announced that work will begin in August on a second complete unit of the building, to adjoin the first, which will bring the Mart's total capacity to 434,000 square feet and make it the third largest building in Dallas. The Mart has been designed to provide for easy expansion of facilities and for the practical addition of supplementary, complete units adjoining the original unit, as needed.

A number of innovations in the design of market buildings have been incorporated into the new Mart. Extra-wide corridors, for the free flow of traffic during crowded markets, open into four Castilian-style patios complete with planters, lounge chairs and spiral staircases which afford good visibility of showrooms on both first and second floors of the building.

An attractive fountain with a sunken pool and floating flowers, a first-floor feature at the Mart, is fast establishing a tradition at the newly-opened building! During construction, one of the prospective tenants tossed a few coins in the pool one day as he was inspecting work progress with an associate.

"I'm going to start a wishing well," he commented at the time, and almost immediately his prediction came true. The tradition of coin-tossing has grown until the "Mart Wishing Well" is now well-known to tenants and shoppers alike. "Proceeds" from the custom will go to Dallas charities.

Recessed lighting and sound-absorbing acoustical ceilings and resilient floors are installed throughout the Mart's exhibit space as display aids for tenants and all rental spaces are near one of the four courtyards. Sunlight from skylights falls into the courtyards unobstructed, because of the spiral design of the staircases.

In addition to the stairways, the Mart is equipped with four sets of escalators designed to eliminate crowding or "traffic tie-ups," large freight elevators and loading docks for the movement of merchandise.

Located on Stemmons Expressway, four minutes from Downtown Dallas and eight minutes from Love Field Terminal, the Mart is located on a 25-acre tract of land. Conveniences include free parking space for 3,000 automobiles, restaurant facilities and a Furniture Club, both in the building.

New Market Inaugurated

At long last, Dallas manufacturers of steel, aluminum, iron, copper, plastic, leather and wood products, for the housewares, hardware, outdoor, recreational, and industrial trade, now have an opportunity to exhibit their products, for new and additional customers at the initial showing of the Southwest Housewares-Hardware & Recreational Market, September 14-19th, 1957.

This, the 21st market to be inaugurated in Dallas, is under the sponsorship and management of the Dallas Manufacturers and Wholesalers Association, Inc., a division of the Dallas Chamber of Commerce, and a non-profit organization.

The exhibitors at this market will be manufacturers only, for the benefit of wholesale and retail buyers, and Purchasing Agents in the Dallas Trade Area, comprising the states of Texas, Oklahoma, Arkansas, the western half of Mississippi, Louisiana, and New Mexico.

For the past several months, this market has been widely advertised in four leading Trade Publications, which are the wholesale and retail buyers' bibles, in their particular fields.

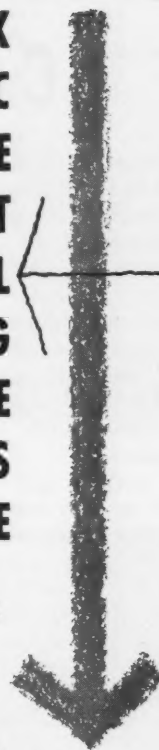
Scores of top national exhibitors from Florida to California, New York to the Pacific Northwest, have contracted already for exhibit spaces to show their various lines.

The market will be held in the beautiful adjoining Ballrooms at the Adolphus Hotel. Exhibits will be attractively draped and furnished with either counters or tables and chairs, as preferred by the exhibitors.

Now is the first great opportunity for Dallas manufacturers to display Dallas made products, and to broadcast the greatly diversified manufacturing facilities of the Southwest centered in Dallas.

Choice selections of exhibit booths are available and Dallas manufacturers should hasten to avail themselves of this grand opportunity to "stand up and be counted."

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Contractors

Old and New Meet in Dallas'

COUNTRY CLUBS

Along with everything else, country clubs are mushrooming in Dallas.

A big factor in the growing popularity of private clubs is the change in American life over the past half century. Gone are the immense houses and numerous servants which made dinner-at-home a simple affair 50 — even 25 — years ago. In their place steps the modern country club where more and more people are holding parties, swimming, golfing and relaxing.

In Dallas, golf was the impetus for most of the early clubs. Dallas Country Club, which claims to be the second oldest in the country, began in 1896 when R. E. Potter approached H. L. Edwards with the idea of playing a little golf. J. T. Trezevant spied his friends from a buggy and soon took up the ball and mallet game. Other enthusiasts, including Robert Ralston, Harry McDonald, C. E. Wellesley, G. B. Dealey and T. L. Monagan were recruited and soon the Dallas Golf Club was a formal thing. Starting with rented prairie land and six tin can holes the club grew and expanded. Its fourth clubhouse, which has housed members since 1912, was built on 120 acres in the heart of Highland Park.

Since 1903 membership has grown from 98 to 650, and clubhouse number five is nearing completion. The new \$1,750,000 building marks a complete re-vamping of all the old facilities, and, with its blend of the traditional and modern, symbolizes the development of the city in which it began over 60 years ago.

Lakewood Country Club owes its status as one of the oldest in the Southwest to golf too. Started in 1911, it was boasting an 18-hole course of grass greens by 1913. Lakewood has grown steadily through the years and now has 500 active, stockholding members.

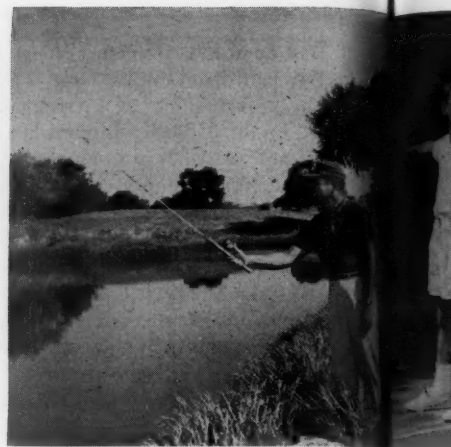
Golf again was responsible for the birth of Brook Hollow Golf Club in 1920. Then three Dallas Country Club members came up with the decision that sandy — and only sandy — soil grows the perfect green. A county-wide search pinpointed the 8300 block of Harry Hines where the founders bought 167 sandy acres.

The first clubhouse was an officers' barracks moved from Love Field after World War I. The second was a small residence, and the third, the present luxurious brick building opened in June, 1949.

Proof of golf's continued hold on Brook Hollow's members are the 18 new greens, remodeled for better drainage last year. And contrary to the founders' original "anti-others" law, a number of the 611 members are women.

Not so interested in golf, in spite of a history which dates back 52 years, is the Columbian Club which holds the second oldest club charter in Texas. An off-shoot of the old Phoenix Club, the Columbian began with downtown property in 1905.

Growth and the country-club mood led members to 326 acres in north central Dallas County where they built an \$800,000 clubhouse in 1955. Recreational emphasis supercedes the 9-hole golf course with tennis, swimming, social get-togeth-



Columbian Club

ers, and a 34-acre lake stocked with fish.

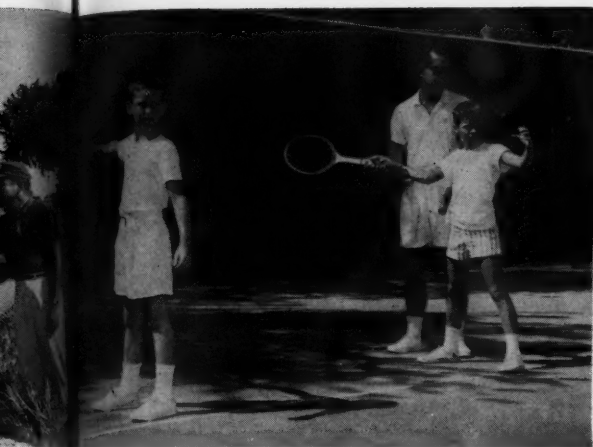
A unique arrangement is the Dallas Athletic Club which offers its 3,600 members two settings for relaxation: the parent club downtown and the Dallas Athletic Country Club on Barnes Bridge Road. The million dollar country club features a championship 18-hole golf course and plans to build another 18 holes.

Like businesses, country clubs occasionally run into bad luck. Preston Hollow Country Club which was organized in 1947 lost its clubhouse last fall in a fire. Its members rallied, and next month the new quarter of a million dollar Preston Hollow Country Club will be opened. Riverlakes Country Club, which suffered heavy flood damage last spring has already reopened a part of its clubhouse and expects to be completely rehabilitated soon.

Symptomatic of the new outlook on country club life is Spring Valley Athletic Club which was designed as a "family" club. Facilities and entertainment cater

Preston Hollow Country Club





Northwood Country Club

to group participation. The club's membership quota stands at 475 families.

Other recently organized Dallas clubs are Northwood Country Club, founded in 1956; Preston Hills Tennis Club, 1955; Glen Lakes Country Club, 1954; and Oak Cliff Country Club, 1955.

Northwood's 550 members specialize in golf and have their choice of two courses, a championship and regulation course, both par 71. While the 375 members of Preston Hills Tennis Club joined for tennis, Glen Lakes offers no tennis at all. The substitute is an 18-hole golf course. On the other hand, the 500 Oak Cliff Country Club members have at their fingertips 18 holes of golf, swimming and tennis.

Dallas' Country Clubs offer a wide range in activities. Their initiation fees run from as little as \$300 to a high of \$4000. Dues begin at \$15 a month and top at \$36. As the city grows more new clubs will be organized to take care of the growing population.

Oak Cliff Country Club



Dallas Country Club

Brook Hollow Golf Club



DAC Country Club



Chamber Music Formal? "No-No" Say Devotees

Back in 1929, a farsighted, civic-minded individual named Elmer Scott added a significant aspect to the already popular cultural and educational program of his Dallas Civic Federation—a series of planned chamber music concerts.

From these early beginnings as a pet philanthropic project of Mr. Scott, chamber music in Dallas has grown into a full-fledged, self-supporting institution known as the Dallas Chamber Music Society, Inc.

Today Dallas' professional chamber music ranks among the world's finest, and semi-professional and amateur groups flourish in great numbers—ready to be joined or to be enjoyed.

Why all the furore over chamber music? Why the sudden demand for this more intimate form of concertizing?

The answer is pure and simple: Many music lovers evaluate chamber music as the highest form of instrumental expression.

The hold it has upon its devotees is better understood by interpreting the word "chamber" as "room." In other words, chamber music is actually "room" music, in contrast to large hall music, music for a cathedral or outdoor music.

J. Howard Payne, former Dallas postmaster and founder-president of the Dallas Chamber Music Society, points out that today's chamber music bears a striking resemblance to the concert music of old. Today's concert music has evolved over the centuries; in its period of greatest expansion it was regularly a more intimate experience. "It was played or



THE SOCIETY'S futuristic hallmark was designed by Dallas artist Olin Travis.

sung by one or a team of discreet human personalities," Mr. Payne explains, "speaking the musical language with direct personal expression."

These musicians played, but they also talked, smiled and passed on bon mots with their music between movements, as would any normal guest of talent and distinction. Only in a room of some sort would be found this form of performance and the charm of intimacy which marks chamber music.

The many contemporary Dallas homes with music rooms—however modest or pretentious—have their tradition in dwellings long since razed, where friends gathered frequently to entertain and to be entertained. This was the extent of Dallas chamber music per se—except for an occasional visit from a touring professional group—until 1929, when Mr. Scott

took steps to institute the first planned chamber music concerts. Since then, the musical offerings have become steadily more popular with Dallas patrons, and Dallas has begun to attract chamber musicians of great stature.

In 1931, a course of "Seven Musical Evenings" was initiated by Mr. Scott, and the idea proved so popular that the series was continued for 14 years.

The Dallas chamber music scene was enhanced in 1945 by the initiation of what is now known as the Elmer Scott Concert Series, for it was in that year that Mr. Scott embarked upon the ambitious enterprise of providing the music-loving public an opportunity to hear the leading ensembles of the world.

An important addition to the musical colony of Dallas in 1952 was Mrs. Bart-ram A. (Dorothea) Kelly, a first-rank violinist who had masterminded a successful chamber music society in her home town of Buffalo, New York. From her first day in Dallas Mrs. Kelly served on the Civic Federation's music committee, and during Mr. Scott's last illness she took over the details of the music program.

The presence of Mrs. Kelly in Dallas accelerated the formations of the Dallas Chamber Music Society in 1955. With a distinguished list of charter, contributing and patron members, it embarks this November on its third season as a going concern.

Mr. Payne heads the group as president, and vice-presidents are Lionel Brown and Mrs. Masha Porte. Mrs. Kelly, another v-p, is also manager of the society, and William Lipscomb is secretary-treasurer.



ARTISTIC SOLEMNITY is reflected on the faces of the famed Paganini Quartet.

Arts and Music

With a goal of extending the understanding and appreciation of chamber music, the society feels that its field of opportunity is the entire Southwest. Presently there are regular attendants from Wichita Falls, Tyler and points in between in every direction. A visiting Philadelphian heard here for his first time the renowned New York Woodwind Quartet.

Despite its idealistic goals, the group intends to be practical and is building a financial backlog against any lean years that may lie ahead.

At the same time, the Dallas Chamber Music Society is keeping its high-minded sights on the future. This season, for example, it will present five outstanding chamber music groups: The Paganini



J. HOWARD PAYNE, beloved former postmaster of Dallas, is the society's founder-president. Mr. Payne has been a director of the Civic Federation for 40 years.

Quartet, the Fine Arts Quartet, the Budapest Quartet, the Quartetto Di Roma and the Hollywood Quartet.

A special project of great significance is to commission a new composition in the chamber music field, to be premiered in Dallas and programmed on all presentations elsewhere as commissioned by the Dallas Chamber Music Society. To this end, contact is being made with top-level composers known to be competent in this meter.

Because of the conscientious activity of the Dallas Chamber Music Society, connoisseurs of fine music find Dallas concerts comparable with the world's greatest. If progress continues in the future as it has in the past, the society hopes to succeed in its dream of making Dallas as great a chamber music center as it is an industrial center.

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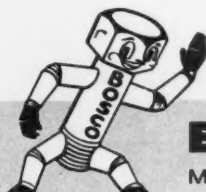
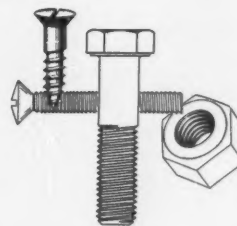
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CITY HALL REPORT •

The Dallas Fire Department saves Dallas citizens some \$325,000 every year.

That's because the department's record efficiency means that Dallas fire insurance policy purchasers receive a five per cent good fire record credit, which amounts to about \$325,000 in savings per year. According to the 1956 Municipal Year Book, a compilation of the grading surveys made by the National Board of Fire Underwriters of all municipal fire departments in the nation, the Dallas Fire Department ranks first in the state in the Fire Insurance Classification.

The equipment and manpower which enable the department to hold this record is a far cry from the parent organization of today's modern fire-fighters.

Fifteen civic-minded individuals activated the Dallas Fire Department on July 4, 1872, as a volunteer organization. Actually, it was little more than a "bucket brigade," since no fire-fighting equipment was available. In order to secure funds to purchase equipment, the hardy volunteers sold cemetery lots owned by the city, and within a year, a fine new horse-drawn steam pumper had been purchased with the money raised in this manner.

By 1885 the department had changed from an unwieldy volunteer system to a compact, efficient and thoroughly disciplined unit. As the horse-drawn vehicles were gradually supplanted by more modern motorized fire apparatus shortly after the turn of the century, horse and buggy methods were also replaced with new techniques in fire-fighting and an interest in fire prevention.

Today the Dallas Fire Department is keeping pace with the rapidly growing city it serves. For less than two cents a day, the average citizen receives the protection of 842 uniformed firemen located at 33 stations. Included in the two cents' protection are 37 engines, 14 ladder trucks, 1 salvage car, 1 rescue car, 1 aircraft rescue unit, 10 battalion chief's cars and many other pieces of automotive equipment.

The Fire Department's primary function of providing for the fire safety of the community is divided into two broad categories: the prevention of fire and the extinguishment of fire.

Fire prevention activities are divided into three sections—inspection, education and investigation. Businessmen are probably most familiar with the inspection division, largest of the three, whose job it is to visit all the buildings around town

several times a year to search for fire hazards.

The educational division visits schools, clubs and organizations, business and industrial groups to provide a continuous fire safety program. One little-known activity of this section is the training of employee groups in the use of fire extinguishers and other emergency fire-fighting equipment provided by management. Training in emergency evacuation procedure is also available to firms desirous of such service.

In all fires where a loss occurs, the fire investigation division is called in to determine a definite cause for the fire. Where the fire is of suspicious origin, a detailed study is made.

Much more complicated than the average citizen realizes is the second phase of the Fire Department's responsibility—fire-fighting. In addition to his basic training in fire-fighting today's fireman must constantly study new techniques of controlling fires in plastics, flammable liquids, explosives and many other high-hazard materials in common use in a large industrial area like Dallas.

One relatively new phase of fire-fighting in use by Dallas firemen is the making of building surveys—pre-planning of how best to combat a fire in any specific business or industrial building. Entire fire companies participate in the building survey, making charts of the buildings showing stairs, exits, elevators, fire escapes and other pertinent information that would be valuable in case of fire.

The department's training division emphasizes the importance of extinguishing fires with the least possible amount of damage. New type nozzles utilizing water fog permit fire extinguishment with a fraction of the amount of water required in old nozzles. During and after a fire, salvage crews spread waterproof tarpaulins to protect goods and merchandise or home furnishings from water and smoke damage.

Other department services are annual home inspections, rescue work in drownings, heart attacks, asphyxiation and other respiratory emergencies, and air rescue service at Love Field.

Through such operations as these—and through their own hard work and devotion to duty—Dallas fire-fighters have been able to hold the city's fire loss record lower than the national average. They have pledged themselves to continue until the Dallas record is the best in the nation.



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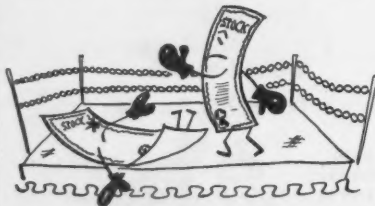
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BOOKS FOR BUSINESSMEN

It is a well-recognized fact that in American cities today there are simply too many automobiles concentrated in too small a space. It is also a commonly-accepted fact that the situation will continue to grow more critical because our cities are growing fast and the ratio of automobiles to the total population is increasing. The modern businessman must concern himself with the problem because it affects his business in so many ways. He should be interested, then, in a timely and important study called the **Metropolitan Transportation Problem** by Wilfred Owen which was sponsored and published by Brookings Institution. It gathers together the important facts and the most informed opinions on such topics as the crisis in public transportation, efforts to improve transportation, methods of financing transportation services, and the role of community planning in solving the transportation problem. It is a book that will be referred to and quoted often in the years to come.

*

We seem to be entering a new phase in economic development in which it is no longer proper to speak of the "farmer" and the "businessman" as two separate entities — for the modern farmer is a businessman. A new word has even been coined to describe the new role the farmer is playing: Agribusiness. The evolution of agriculture into agribusiness is described in a new book called **Farmer in a Business Suit**. Dr. John H. Davis, Assistant Secretary of Agriculture in Eisenhower's first administration, and Kenneth Hinchshaw, an editor and writer for farm journals, have collaborated in dramatizing this



agricultural revolution by telling the story of a farm family and how their life on the farm and their attitude toward farming completely changed in two generations. It shows how agriculture has moved from the family-sized farm into big business. The book is well-written and is important for the new light it throws on our so-called "farm problem."

*

My Lifetime Treasury of Selling Secrets by Charles B. Roth is a new book by one

of the most popular and prolific writers in the field of salesmanship. Written in a snappy conversational style, it contains practical suggestions illustrated with stories from the author's successful career as a salesman. Of special interest is the fact that the two introductory statements in the book were both written by Dallasites: the famous Elmer Wheeler and J. M. Reich, Manager of Sears, Roebuck and Company in Dallas.

A few months ago we mentioned David Karr's **Fight for Control** as being a new book in a field which needed more exploration. Book publishers seem to agree for we now have a newer one: **Proxy Fights for Corporate Control** by Edward R. Aranow. This is a much more serious and comprehensive study than was Karr's. The author, who calls his book, "a treatise on the legal and practical problems of management and insurgents in a corporate proxy contest," maintains that as corporations grow bigger and stock ownership is more widely dispersed, proxy contests for control will become more frequent.

His book has long sections on the rights and duties of stockholders, the role played by the Securities and Exchange Commission in proxy fights, and how stockholder meetings are conducted.

*

Since Dallas is one of the insurance centers of the country, a good new book in the field of insurance is always welcome. **Life Insurance Settlement Options** by Harry S. Redeker is probably the most complete book on this aspect of the insurance business. While written primarily for the men who design life insurance policies and those who plan life insurance programs, it will also be very helpful to anyone who wants to study and evaluate his own insurance holdings.

*

The novelists continue to be fascinated with the workings of the American business community and the personalities of its businessmen. This is again illustrated by two recent novels with a business setting. **Durable Fire** by Howard Swiggett is one of the best in the recent crop of business novels. This is not an attack or expose and no one is painted as a black-hearted capitalist or a down-trodden junior executive. It is simply the story of the life of a business executive and the effect of the business on his personal life. Swig-



gett has written two other business novels which were on the best seller lists.

From the Dark Tower by Ernst Pawel is a business novel with "a message." It concerns a middle-aged executive in a large insurance company who becomes concerned about the conformity and regimentation necessary for survival in the business world of today.

*

OTHER NEW BOOKS OF INTEREST TO BUSINESSMEN:

Beckman, R. O.

How to Train Supervisors. A new edition of a standard work. Very practical, step-by-step guide to setting up and operating a training program.

*

Casey, William J.

Tax Shelter in Accounting. How to set up and administer accounting systems designed to give the best tax advantages. Interesting discussion of the difference between tax and business accounting.

*

Einzig, Paul

The Economic Consequences of Automation. A discussion by a popular British economist of the advantages and disadvantages of automation with suggestions for solving some of the problems created by automation.

*

The Group of Teachers and Practitioners of Labor Law

Readings on Labor Law. A collection of articles by leading labor writers plus excerpts from important labor laws and administrative decisions.

*

Kennedy, Ralph Dale

Financial Statements: Form, Analysis, and Interpretation. A new revision which will be welcomed by

accountants, investors, and analysts for money-lending agencies.

McDonald, Morton A. J.

How to Use Classified Advertising to Sell More Real Estate. An easy-to-read, practical discussion liberally illustrated with actual examples of real estate advertising.

Maisel, Sherman J.

Fluctuations, Growth, and Forecasting: The Principles of Dynamic Business Economics. A college text which will be useful to the businessman who wants to understand the causes of economic change and how to use the knowledge to choose policies which will be best for his business. Written by a University of California professor, the book assumes only a knowledge of elementary economic principles.

Redford, Emmette S.

Public Administration and Policy Formation. A collection of five studies of various phases of government control of business based on dissertations in political science written under Dr. Redford's supervision at the University of Texas. The first two studies are of particular interest: "Administrative Control of Petroleum Production in Texas," and "National Regulation of the Natural Gas Industry."

Rierner, Harry

The World Is Catching Up. Written by the editor of a daily newspaper in the textile and apparel field who took a trip around the world. The author talked to people in the clothing manufacturing business all over the world, inspected plants, compared notes, and collected statistics. The result is an entertaining travelogue and informative world survey of the textile and apparel industry.

Wittenberg, Philip

Law of Literary Property. Although written by a law professor at Columbia University, this book is intended for writers, businessmen, and scientists. It is valuable not only for those who want to protect what they have written—but also for those who want to use material written by someone else.

by Sam G. Whitten

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U. S. Government Securities	114,071,426.22
State, Municipal and Other Securities	9,123,530.54
Stock in Federal Reserve Bank	2,250,000.00
Loans and Discounts	396,685,433.50
Bank Building and Equipment	25,258,997.69
Acceptances — Customers' Account	10,101,089.92
Letters of Credit — Customers' Account	33,491,562.59
Other Assets	1,244,327.78
TOTAL	\$802,755,340.48

Liabilities

Capital	\$ 32,130,000.00
Surplus	42,870,000.00
Undivided Profits	3,378,597.23
Reserve for Contingencies	10,746,825.53
Reserve for Taxes, Etc.	6,174,944.87
Acceptances — Customers' Account	11,022,089.92
Letters of Credit — Customers' Account	33,491,562.59
Deposits:	
Individual	\$457,804,807.47
Banks	159,451,813.01
U. S. Government	45,684,699.86
TOTAL	\$802,755,340.48

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RALEIGH HORTENSTINE <i>Chairman, Wyatt Metal and Boiler Works</i>	R. L. TAYLOR <i>Vice-President, Sears, Roebuck and Co.</i>
J. E. JONSSON <i>President, Texas Instruments, Inc.</i>	JOE C. THOMPSON <i>President, Southland Corporation</i>
	WILLIAM H. WILDES <i>Chairman, Republic Natural Gas Co.</i>

Statement of Condition

JUNE 6, 1957

MEMBER
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New Members Join Chamber of Commerce

New members who joined the Chamber of Commerce totaled 188, bringing the year's score up to 1,443. This time last year the mark rested at 1,412.

Services, Business and Personal

FOWLER-CURRIER AGENCY OF TEXAS, 1005 Elm; Hugh Fowler (Jim Layne)

MANNON & MANNON COLLECTION OFFICE, 530 Insuromedic Bldg.; D. B. Mannon (M. M. Brohard, Jr.)

JACK B. MORRIS, P. O. Box 10123 (Jack Wantland)

NORTON PARKING SYSTEM, Medical Arts Garage, 2001 Live Oak; Ralph M. Norton (Harry Crutcher)

LONE STAR MAINTENANCE CO., 2214 Cedar Springs; Albert Buchheit (Jack Wantland)

McGEHEE NURSING HOME, 527 N. St. Augustine Rd.; David McGehee (Jack Wantland)

DALLAS TELEPHONE ANSWERING SERV., 1704 Life of America Building; Mrs. Mary Ford Fields (W. B. Brown)

A-ACME EMPLOYMENT SERVICE, 1309 Main, Suite 913; Lee F. Fulghum (Jim Layne)

JIM BOASE OFFICE EQUIPMENT, 1302 McKinney; Jim Boase (Jack Clark)

Manufacturing and Processing

A. G. SHIELDS COMPANY, 2308 Yuma; A. G. Shields (Jack Wantland)

MOSLER SAFE COMPANY, 1009 Merc. Sec. Bldg.; Bob Walls (Louie Springfield)

JONES MANUFACTURING COMPANY, 1321 E. Illinois; Jack J. Jones and Paul H. Jones (Joe Glickman)

S & S SHEET METAL SHOP, 2406 Main; Olin Steele (Tom Sheffield)

WICKFIELD AVIATION, INC., 1511 Levee; H. L. Wichman and H. C. Deckard (Carl Read)

RYAN MANUFACTURING COMPANY, 2500 Sylvan; J. W. Ryan (M. J. Horton)

MICRO MACHINE INSTRUMENT PRODUCTS, 7013 Military Parkway; Stanley A. Bennett (Jack Wantland)

PRECISE SPRING MANUFACTURING CO., INC., 4012 Hancock; Otis Haley (Jack Wantland)

Financial

MUIR INVESTMENT CORP., 2501 Cedar Springs; Samuel P. Johnson (Harry Crutcher)

WOOD, STRUTHERS & COMPANY, 1109 Fidelity Union Life Bldg.; W. K. Manning (Bob Richards)

INVESTMENTS MANAGEMENT CORPORATION, 1201 Main; John L. Rogers, Jr., Peter K. Lutken, William H. McCarthy and James V. Elmore (James C. Henderson, Jr.)

TEXAS FACTORS, INC., 632 Fidelity Union Life Bldg.; Stewart B. Evans (Ray Paquette)

Hotel, Motels and Restaurants

SKYLINE MOTEL, 6833 Hines Blvd.; Burl Gibson (J. F. Black)

BANKERS CAFE No. 1, 1616-A Commerce; Nick Philip Carnegis (James C. Henderson, Jr.)

DONLEN'S 3316 Oak Lawn; D. C. Brenske and L. Brenske (Jack Hoppers)

KINZER'S CAFETERIA, 7718 Denton Drive; George D. Kinzer (Bill Blaydes)

HOTEL LAWRENCE, 302 S. Houston; Maurice G. Hyams (James C. Henderson, Jr.)

Amusements

NICHOLS INTERNATIONAL CORP., 7046 Coronado; J. David Nichols (Jim Layne)

Automobiles, Sales and Service

ED HENRY'S HUMBLE SERVICE, 5500 E. Mockingbird Lane; Ed Henry (E. T. Peterson)

SKELTON HUMBLE SERVICE STATION, 9947 Hines Blvd.; H. H. Skelton (E. T. Peterson)

WALTER CLIFTON GARAGE, 1012 Ross; Walter S. Clifton (Jack Clark)

CARROLL SHELBY SPORTS CARS, INC., 5611 Yale; Carroll Shelby and Wes Mauldin (Ned Meyerson)

JOHN LAMPO HUMBLE SERVICE, 3715 Live Oak; John A. Lampo (E. T. Peterson)

COMMITTEEMAN OF THE MONTH



JIM LAYNE

A three-time life member—Jim Layne—is July's Committeeman of the Month. This is Jim's second year to serve as membership committee vice-chairman. In 1956 his section held the enviable record of winning the second-place president's trophy, and Jim won his third life membership in October of that year.

Jim's annual record for sponsoring 221 new Chamber of Commerce members in 1955 has never been broken. And he doesn't confine his talents to the Chamber, for he has earned the title "Mr. Membership Chairman" for the post he holds in numerous civic organizations, including the Dallas Disabled Veterans, the American Legion Wynnewood Post 511 and the Dallas Quarterback Club.

Though not a native Dallasite, Jim has shouldered his share of responsibility in a number of Dallas community activities since moving here from his hometown, Knoxville, Tennessee, in 1945. He has served on the Dallas "Employ the Handicapped Committee" since its inception by Lawrence Melton in 1948 and now acts as the group's assistant chairman of Public Relations. He founded the Dallas Epileptic League in 1949 and served as its first president.

In supporting efforts of public agencies on aid to indigents and handicapped individuals, Jim works directly with such state boards as the Texas Employment Commission.

Although he spends most of his time helping others, Jim occasionally takes off for his second home at Lake Whitney and his number one hobby, fishing.

Membership Highlights

JOHNSON HUMBLE SERVICE, 2201 Abrams Road; Gil Johnson (E. T. Peterson)

MCNEELY SERVICE STATION, 2009 S. Harwood; Robert A. McNeely (Jack Wantland)

H. B. PETERMAN TIRE CO., 6302 Denton Drive; H. B. Peterman (Lewis Zafran)

DOC WIDEMAN GARAGE, 6601 Hillcrest; W. H. (Doc) Wideman (Ralph Sledge)

MCNUTT SERVICE STATION, 9796 Ferguson Road; A. W. McNutt (E. T. Peterson)

THE NEWEST member of the Membership Committee and on his way to a Life Membership, M. M. Brohard, Jr., Brohard & Associates, Inc., on the committee only four weeks has sponsored 25 memberships. His daughter, Linda, has been hard at work in the Chamber office looking through the 5,000 prospect cards.



E. T. PETERSON, Humble Oil & Refining Company and **Bob Richards**, Fidelity Union Life Insurance Company received Top Hand Awards. Attending the meeting were **James M. Collins** and **George Wilmoth**.



MEMBERSHIP Committeeman **Bill Conklin** received a Top Hand Award. Attending the meeting was **R. Percy Goyne**.



MEMBERS of the new section are: seated, left to right, **John Smith**, vice-chairman; **Peter Hallaran**, **John Leedom** and **Roland Swenson**; standing, **Nat Ryan**, **Adrian Sebastian**, **Ellis Watkins** and **Norman Alweis**.

IN THE RACE for president's trophies were: **Jim Layne**, third; **Jack Wantland**, first; **Ralph Breum**, second.



STATEMENT OF CONDITION of YOUR *Silent Partner*

June 6, 1957

RESOURCES

Cash and Due from Banks	\$17,865,368.07
U. S. Government Securities	6,077,391.67
State and Municipal Securities	2,891,332.62
Stock in Federal Reserve Bank	180,000.00
Other Securities	364,515.00
Loans and Discounts (Net)	39,492,180.83
Accrued Income	144,437.15
Bank Premises	3,246,691.32
Furniture and Equipment	419,371.74
Other Resources	197,858.93
Customers' Liability on Letters of Credit	8,990.00
Total Resources	\$70,888,137.33

LIABILITIES

Capital Funds:	
Capital Stock . . . \$	3,000,000.00
Surplus	3,000,000.00
Undivided Profits	617,795.08
Deferred Income	819,670.89
Reserve for Accruals and Taxes	388,182.38
Federal Funds Purchased	2,000,000.00
Letters of Credit	8,990.00
Deposits:	
Individual	\$46,570,646.52
Banks	14,183,810.16
U.S. Government	299,042.30
Total Liabilities	\$70,888,137.33

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HARRY W. BASS, JR.
President, H. W. Bass & Sons, Inc.

R. W. BAXTER
President, Rio Grande National Life Ins. Co.

CHARLES E. BEARD
President, Braniff Airways, Inc.

BALLARD BURGHER
President, Guardian Savings & Loan Ass'n

MAXWELL CLAMPITT
Clampitt Paper Company

LEO F. CORRIGAN, JR.
Real Estate, Leo F. Corrigan Company

N. J. DE SANDERS
Chairman of the Board, Lone Star
Cadillac Company

F. O. DETWEILER
President, Chance Vought Aircraft, Inc.

C. E. DOOLIN
President, The Frito Company

P. B. (JACK) GARRETT
President

*J. M. HAGGAR, JR.
Secretary-Treasurer, The Hagggar Company

*JOHN HIGGINBOTHAM, JR.
Higginbotham-Bartlett Lumber Company

RAY E. HUBBARD
Oil Producer

JUSTIN S. McCARTY, JR.
President, Justin McCarty, Inc.

HARRY MEADOR
Vice President in Charge of Real Estate

BEN H. MITCHELL
President, Texas Employers Insurance Ass'n

*CLINT MURCHISON, JR.
Investments

*W. T. OVERTON
W. W. Overton Company

W. W. OVERTON, JR.
Chairman of the Board

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R. I. PAYNE
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ROLAND L. PELT
President, Crown Construction Company

HARRY P. PERKINS
President, Perkins Brothers Company

C. B. PETERSON, JR.
Executive Vice President

RALPH B. ROGERS
President, Texas Industries, Inc.

VICTOR P. SCHUMACHER
Vice President and Secretary of the Board

DENYS R. SLATER
President, Fishburn Cleaning &
Laundry Company

PETER P. STEWART
President, The Stewart Company

D. L. WHITTLE
Investments

*Junior Board Members

TEXAS BANK & TRUST CO. of DALLAS

MAIN & LAMAR
MEMBER F.D.I.C.

Silent Partner



CIVIC EVENTS

Wanted: More Businessmen Who Are Willing To Round Out And Balance Dallas Juries

Among the many constitutional guarantees which protect our civil liberties, perhaps none is more significant than the right to trial by jury. So important did the Founding Fathers deem this right that they incorporated it into a rather lengthy sixth amendment:

"In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial, by an impartial jury of the State and district wherein the crime shall have been committed..."

The same guarantee has been made a part of state constitutions throughout the

gin devising schemes to avoid service. Some even go so far as to think that if they do not pay their poll tax, their name will not be placed in the jury wheel, which isn't the case at all.

Actually, serving on a jury is a completely painless—and sometimes exciting—way to learn about the American court system and to be a part of the administration of justice. It is a vital part of that nebulous thing called "the American way of life." Or as Judge Dallas Blankenship, presiding officer of the central jury room, puts it, "without our courts, one's business

be called a maximum of about once a year, if that often.

For federal jury panels, names are drawn from a much wider area—the lists of postmasters of the six counties in the Dallas division of the Northern district, which includes Dallas, Hunt, Kaufman, Rockwall, Ellis and Johnson. In the city of Dallas, names are obtained from clubs and associations, labor groups and large companies. There are two federal district courts in Dallas, and each time more jurors are needed, a panel of 36 is called out. Federal jurors may expect to serve for about two or three weeks.

State jurors serve only during the week in which they are called, and most of them are excused after about two and one-half days.

Being inducted into jury duty is an entertaining and informative experience in itself. Each Monday morning at 9, prospective jurors convene in the modern central jury room in the Records Building Annex. After roll call and swearing in, the neophyte jurors hear an extremely entertaining introductory message from Judge Blankenship, whose ready sense of humor has put many a jurymen at ease. After a second taking of the oath, the panel is ready to be called up for service by one of the county judges.

Only three types of people are completely exempt from serving on a jury—women with children under 16, people over 60 and certain professional men and women such as attorneys, doctors and nurses. Prospective jurors with a legitimate excuse may expect to have their service postponed for several weeks—and the presiding judge usually is cooperative enough to accommodate these people—but ultimately they too must sit on a jury panel.

Although most people serve readily—especially women, who have recently been awarded the privilege—one prominent attorney told *Dallas* that many businessmen are uncooperative because of the press of their own occupation. As a result, he said, juries are often composed solely of housewives and laboring men; such juries need the balance which might be provided by the executive or the college graduate.

By the same token, many laborers who work on an hourly basis, or salesmen who work on commission, are reluctant to serve because doing so would mean a loss in their take-home pay. Employers can cooperate in this respect by encouraging their men to respond to jury summons



land, but jury trials have become so common an occurrence that many businessmen take them for granted as merely a peaceful way to settle a dispute. Actually, businessmen have a double responsibility insofar as jury duty is concerned: serving willingly themselves and encouraging their employees to do so by continuing their salary while they are sitting on the jury.

Not realizing, however, that the right to trial by jury ranks right along with the right to vote, the right to speak freely and the right to assemble peaceably, many citizens automatically think of the duty of serving on a jury as a big pain in the neck, although when they themselves are involved in litigation, their first demand is a good jury.

When the postman delivers the card informing them of their call to duty, these same people immediately grimace and be-

lieving that the service of a juror is just as important to the court system as is the service of a judge."

Names of prospective jurors for state courts are drawn from four tax rolls: poll tax, personal property tax, real property tax and automobile registration. During the first two weeks in August, about 300,000 names are put into the jury wheel.

From these, about 500 names are selected each week; and only about 350 of these are eligible, since some have moved from the state and others may be exempt. Thus, only about 25,000 names out of the original 300,000 are used each year, reducing the likelihood that everyone on the tax roll will be called. In addition, the lists are checked each week for duplications and jury duty is passed around to those who haven't served already, so chances are that the average person will

Civic Events

and by paying the employe for the time spent in court.

What makes the service of the juror as necessary and as vital as the presence of the judge is the fact that the judge may decide the law and the admissibility of evidence, but it is left to the jury to decide the credibility of the witnesses and to find the facts in the case.

Although Dallas jurors in recent years have begun to set an example for other cities to follow, the system is by no means perfect. Dallas citizens can continue the progress made thus far by recognizing the right to serve on the jury as a privilege, not a duty. Judge Blankenship and his colleagues in the legal field stand firm in their belief that the court system makes possible the guarantee of civil liberties. Dallas businessmen can protect this freedom by willingly answering the call to jury duty.

★

New Nursery Building to Replace Landmark. The Amelia Huvelle Day Nursery at 2017 South Ervay is being razed to make way for the new nursery to be built on the site.

The 80-year-old building once was the home of Mr. and Mrs. C. H. Huvelle, and since 1930 has served as one of the day care centers of the Dallas Day Nursery Association, a Community Chest agency. It was given by Mrs. Huvelle, who was for many years active in the agency's program and served five terms as its president.

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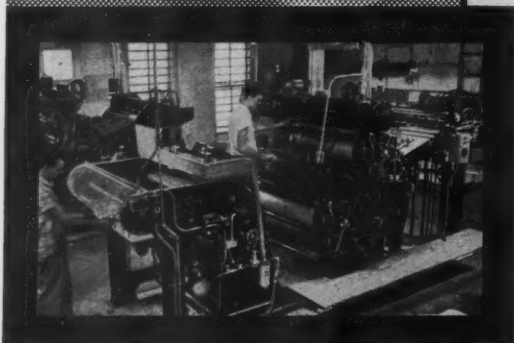
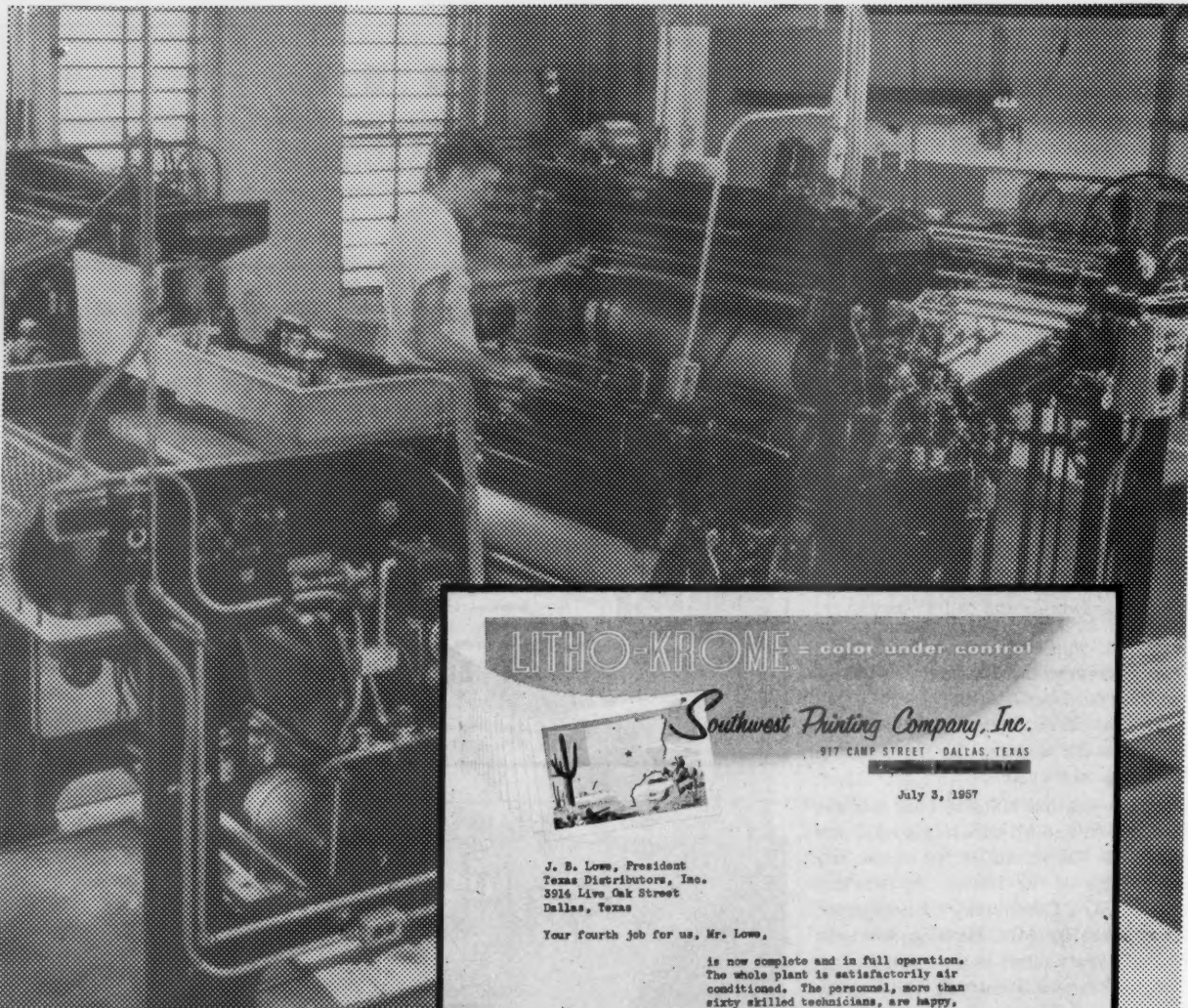
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YOUNG MEN GOING PLACES

Clifford Thomas

by Harvey Bogen

Efficiency demands in today's highly competitive business world make it almost mandatory to get the most from what is available.

At the most—whether the field be agriculture, manufacturing, prospecting, etc.—the ability to obtain the maximum can spell the difference between success and failure.

At the least, it can mean a bigger profit. And that is something few firms would shrug off unconcernedly.

Playing a major role with Sun Oil Company in the firm's efforts to realize the most from their properties is a 32-year-old chemical engineer, Clifford Thomas.

Thomas is in charge of Sun Oil's 8-member Reservoir Mechanics Research Group, headquartered in the company's lab in Richardson.

This group's main function is to analyze processes of recovering oil from Sun Oil's reservoirs, and devise new methods of doing so in which the maximum quantity of oil can be obtained.

There were only three persons in the "fluid flow group" when Thomas was put in charge of it in 1953. Its expanding size and importance in Sun Oil's scheme of things since then closely parallel Thomas' advancement.

A native of McKinney, Thomas started with Sun Oil on a part-time basis, doing lab work during his summer-vacations in

1946 and '47 while attending the University of Oklahoma.

He had put in his first two years of college at Arlington in 1942 and '43—then taken three years out for military service. He was commissioned a Navy pilot at Pensacola, Florida, in 1945.

After receiving his Bachelor of Science degree at Oklahoma University in June, 1948, Thomas promptly returned to Sun Oil on a full-time basis.

At that time, his work consisted of studying the physical properties of reservoir rock from which Sun Oil was producing oil.

The next step up the ladder saw Thomas placed in charge of the lab study group. From there he was moved to research in 1953—and to his current post about two years ago.

Now a lieutenant senior grade with the Naval Reserve, Thomas, although maintaining his pilot's rating, appears slated for continued lab work if he returns to active duty.

He is a member of Naval Research Reserve Company 8-12 which is composed of scientific personnel apparently destined for special professional tasks in case of mobilization.

Church activities, with the accent on youth programs—take up most of his spare time.

An avid sports enthusiast who "went out for everything in high school" but "couldn't quite cut it," Thomas extends a

bolstering hand to youngsters in the same boat today.

He coaches a baseball team of 12- and 13-year-olds in the White Rock Church Athletic Association in a program specifically designed for boys not proficient enough to play on commercial teams.

He also coaches the Lakeview Christian Church's basketball team.

He and his wife teach a Sunday School class of 9-year-olds at Lakeview Christian. And Thomas acts as counselor for the church's teen-age program—Christian Youth Fellowship—which meets at the church Sunday evenings.

With a good word for today's youth, in marked contrast to prevailing tales of juvenile delinquents, Thomas thinks "the teen-agers of today are wonderful."

He points out that on the summer youth camps, where he and his wife act as counselors, they take along their three girls, aged 4, 6 and 8. And the teen-agers enjoy taking care of them—something Thomas insists he would not have cared for in his teens.

But if his current mode of life is any criterion, that is something open to doubt.

With Sun Oil, meanwhile, where Thomas explains "we are just getting our feet on the ground" in devising means of increasing oil returns from reservoirs, there is little question that he has his feet firmly set—to his and Sun Oil's mutual benefit.

NEWS SPOTLIGHT

World Tape Pals Shrink The Globe With Friendship

One cold winter afternoon five years and \$4000 ago, Harry Matthews dreamt up an idea which has circled the globe.

Today, because of this man's interest and doggedness, over 2100 people have new friends — friends whose voices and cultures, ideals and hopes are often more real than their nearest neighbor's.

Genie for the friendships is World Tape Pals, Incorporated, an organization of tape recorder enthusiasts who exchange messages with people all over the world. A non-profit group, the purpose of the association is the fostering of friendships and personal contacts between people in all countries; thereby, promoting a better understanding of one another's problems. As Mr. Matthews, president, says, "When people see each others' viewpoints, they have a basis on which they can peacefully work out their differences. We are convinced that world peace is simply a matter of understanding."

Indeed, the movement has been so successful that the World Tape Pals became a part of the People-to-People program last September. The aim of the Tape Pals and the People-to-People movement is identical: the establishment of lasting two-way relationships from which international friendship and understanding can grow. President Eisenhower, in a letter of invitation to a special White House Conference for that purpose, said, "If our



HARRY MATTHEWS uses his own time at John A. Scott and Company to set copy for *Tape Topics*, which he edits in the interest of world peace.

American ideology is eventually to win out in the great struggle being waged between opposing ways of life, it must have the active support of thousands of independent private groups and institutions and millions of individual Americans acting through person-to-person communication in foreign lands."

That communication, free of political axes to grind or the official government stamp, is graphic among World Tape Pals. With their recorders and a few stamps, members compose and mail letters in sound which, by their very nature, tell listeners far away a great deal about the sender and his homeland.

Harry Matthews has a friend in England who sends him tape letters which are as informal and relaxed as any after-



INTERNATIONAL COURTESY is stressed by Fred Florence, chairman of the board of Republic National Bank of Dallas, who was appointed head of the Banking committee of the People-To-People Program by President Eisenhower.

dinner conversation. Once he broke into one of his talks to exclaim in his rumbling King's accent, "Harry, I'm worried about my boy. He's over thirty, stationed way down in Singapore and I'd like to see him married."

Through Mr. Matthews and World Tape Pals, the son, Allen, met Daphne, a secretary in Devon, England. They talked to each other via tape, decided they'd like to meet, and before long World Tape Pals Incorporated boasted their first bride and groom.

Other heartwarming stories of meetings through the group are told by Mrs. Matthews who is as enthusiastic over the Tape Pals as her husband.

Not long ago a Lutheran pastor in Dal-



MRS. MATTHEWS donates all her spare time to World Tape Pals. The couple has four children and live in Pleasant Grove.

las discovered that one of his parishioners, a displaced French woman, wanted to get in touch with her mother. The Matthews recorded her voice, air mailed it to France, and within a week and a half watched tears stream down their new friend's face as she listened to the words of a mother she had never thought to hear again.

As guiding lights of Tape Pals, the Matthews receive cards and mementoes from every Free Country every Christmas. Enclosed are snapshots and comments on far-away customs, all accompanied by warm personal greetings.

Mr. Matthews, who is Supervisor of Industrial Publications for John A. Scott and Company, edits and publishes a bi-monthly magazine, *Tape Topics*.

Other services offered include a program, World Tapes for Education, which sponsors educational tape exchanges between students and educators. Not only teachers, but various youth groups, such as 4-H Clubs, churches, Boy and girl Scouts, YMCA, YWCA, Parent-Teacher Associations and others take advantage of the services. Taped programs in the WTE Tape Bank may be requested for such groups at no cost other than postage.

WTP also owns a library of sound effects headed by J. Spencer Ris, vice-president, available for dubbing into tapes wherever needed. And too, there are the Teen Pals, a special membership within the organization for young enthusiasts.

Interests among the Pals are as varied as the members themselves, who range

News Spotlight

from millionaires to mechanics. Top priority seems to be music, an international language within itself. Members exchange radio music as well as recordings of on-the-spot performances.

Second most popular interest is photography. Besides discussing the ins and outs of using a camera, Pals send 35mm slides to their friends with commentaries on tape. Now, round-robins of the slides and recordings are going to groups who all share the hobby.

Mrs. Matthews has been swapping tape-recorded recipes with housewives from other countries. A teen member in New Zealand is looking for model train enthusiasts. And so it goes.

Tape recorders can be bought for as little as \$70 to \$80. A seven-inch reel costs \$3.50; a five-inch one \$2.25. The seven incher which gives two full hours of listening can be mailed to members in most of the 57 countries of the Free World and their possessions for about 20 cents.

World Tape Pals, then, is not too expensive a hobby, but the rewards are tremendous. When Harry Matthews and his wife started five years ago with three line ads in newspapers across the country, they started an adventure in international relations.

"When I don't have names in a foreign country," Mr. Matthews says, "I just write to its government, saying I am a printer—just a little fellow who wants to know my fellow man a little better—and there are many more like me."

With the organization's international headquarters in one of the bedrooms of their house at 1446 Conner Drive, the Matthews say, even after spending \$4000 of their own: "If we can contribute anything to world understanding, it's worth it. Most citizens of other countries seem just like us—little people who want to be friends."

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News Spotlight

Turnpike Becomes a Client

Last month, and for the first time in Texas history, a highway was insured. It's the Dallas-Fort-Worth Toll Road scheduled to go in service in early August of this year. On May 30th, the Board of Directors of the Texas Turnpike Authority in Austin purchased the insurance through a Dallas Agency, Felix Harris and Company.

Felix Harris & Company has carried the insurance during the construction period for the Turnpike Authority.

The Turnpike Authority pointed out that permanent insurance was purchased on the road from a humanitarian standpoint as well as for the protection of the bondholders who put up the money to construct Texas' first toll road.

The complete plan included insuring the toll road bridge over the Trinity River for all risks in the amount of \$3,000,000. Business Interruption Insurance for the roadway and bridge was set up on \$4,000,000 limit. Workman's compensation, for the 130 permanent employees; complete public liability coverage along with fidelity, robbery, and automobile insurance rounded out the coverage. Total premium cost is \$35,482.29.

Mann Named Goodwill Industries Director. Gerald C. Mann, president of Goodwill Industries of Dallas, has been elected a member of the board of directors of Goodwill Industries of America.

Mr. Mann was secretary of state and attorney-general for Texas before re-entering private law practice in Dallas in 1944.

Dallas Hotel Association

Thirty-day Forecast — Master Schedule — June 10 - July 9, 1957

HOTEL	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	
ADOLPHUS	X	X	X	X	X																											
BAKER	X	X	X	X			X	X	X													X	X	X	X					X	X	X
CLIFFTON	0																															
CLIFF TOWERS	0																															
COTTON BOWL	0																															
CRESTPARK							X	X	X	X	X	X	X	X																		
DALLAS	0																															
HIGHLANDER																			X	X												
LAKEWOOD	0																															
LAWN	0																															
LENNOX	0																															
LIDO	0																															
LOMA ALTO	0																															
LYNN	0																															
MAYFAIR	0																															
MELROSE		X																														
MIRAMAR	0																															
OAKS MANOR	0																															
SOUTHLAND	X	X	X																													
STATLER HILTON	X	X																													X	X
STONELEIGH			X							X	X			X						X									X			
TEXAN	0																															
TOWN HOUSE	X						X																					X	X			
TRAVIS	X	X																														
WHITE-PLAZA	0																															
WHITMORE	0																															
WYNNEWOOD	X		X			X																										

X—Denotes days of the month when corresponding hotel is booked to capacity and unable to accept any more reservations.

O—Denotes no days of the month that the corresponding hotel cannot accept reservations.

THE ABOVE chart prepared by the Dallas Hotel Association indicates how the Dallas hotel room problem has been alleviated by the construction of new hotels and the expansion of others. At any time during the month covered by the chart, a visitor could obtain a first class hotel room in Dallas. The foresight of Dallas hotelmen has assured an adequate supply of hotel rooms in the city on a year round basis.

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Mr. Critz: Man Behind the City

On July 15, J. Ben Critz celebrated his 27th anniversary as manager of the Dallas Chamber of Commerce. Mr. Critz has quietly guided the Chamber and Dallas since 1930 when he took over as vice president and general manager "on a temporary basis." At that time he was in the cotton business and mayor of Highland Park after serving a stint as president of the Cotton Exchange in 1928.

"I'll stay until the Chamber finds the right man," Mr. Critz said in 1930. From the beginning the Chamber knew it already had the "right man" in J. Ben Critz, and today under his guidance the Dallas Chamber of Commerce is recognized as one of the most successful in the entire country.

Genial and soft-spoken, Mr. Critz has guided Dallas along from a baby city of 325,691 people to the present metropolitan area population of 825,000.

Dallas' postal receipts have gone from \$3,898,127 in 1930 to \$20,594,725 in 1956; bank resources, from \$201,400,000 to \$2,457,500,000; manufacturing plants, from 572 to 1,814; manufacturing payrolls from 15½ million dollars a year to 376 million dollars a year.

Much of the progress Dallas has made is a direct tribute to Mr. Critz himself. His ready smile and twinkling eyes win friends for Dallas every day and symbolize the "friendly city."

"This city," Mr. Critz says, "is going to continue to grow for a long time to come. I feel lucky to be a part of that growth."



J. BEN CRITZ



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Traveloader...reduces pipe-handling to an easy one-man job!

BAKER TRAVELOADER picks up loads from the side, carries them lengthwise—safely aboard the truck deck, and stacks them from the side to a height of 12 feet. This makes it the ideal truck for yard handling of pipe or any other long, unwieldy loads. It can operate in 10 ft. aisles, over paved and unpaved roadways—with travel speeds up to 30 MPH.

This one machine with one operator replaces two

and often three fork trucks, straddle trucks, portable cranes or straddle carriers—and does the job better. You save manpower, cost of buying and maintaining other expensive equipment, aisle space and time. Unlike a straddle carrier, it also stacks. It requires less aisle space than fork trucks. And it eliminates dangerous dangling and swaying of loads carried by cranes. For complete information, write for Bulletin No. 1360.

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Clubs and Associations



THE DOWNTOWN CLUB in the Texas Bank and Trust Building has remodeled both its interior and its attitude toward women, who are now allowed to lunch in the front dining room. Remodeling cost \$200,000 and includes imported art objects from all over the world.

Downtown Club Has New Features. A \$200,000 remodeling of the Downtown Club in Texas Bank and Trust Building, left it completely new from its carpeting, hand-made in India for \$15,000, to its ancient wall-length Chinese scrolls.

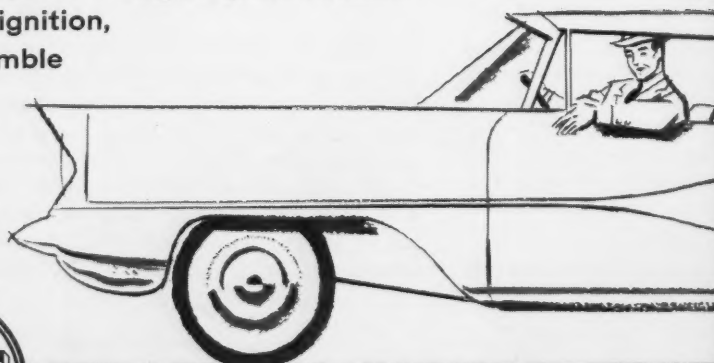
New innovations in club policy are a provision for women to lunch in the front

dining room and the creation of a "Special Events Department," headed by assistant manager Ben Turpin. Now, approved groups may hold parties and dinner-dances after 3 p.m., the Club's old closing time. Both business and purely social affairs may be booked in the future, through Mr. Turpin or D. E. Virgil, manager.

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Clubs and Associations



PARKER

BURKE

Burke Named "Most Valuable" By Ad League. Robert J. Burke, owner of R. J. Burke Advertising, Inc., has been named "Most Valuable Member" for 1956 by the Dallas Advertising League. A bronze plaque, symbolic of the honor, was presented to Mr. Burke by Mrs. Jerry Porter, winner of the 1955 title.

Publicity chairman for the Community Chest campaign for the past several years, Mr. Burke is also on the board of directors for the southwest district of the Advertising Federation of America and is editor of "Ok'd Copy," the league's weekly bulletin.

Also in the line of awards, the Dallas Ad League won one of its own at the June national convention of the Advertising Federation of America. The group scored honorable mention in the "over 100 members" class in achievement competition. The Dallas Ad League was cited for having a "well integrated" organization and for displaying "good all-around civic service."

J. Frank Parker, Jr., a Dallas advertising specialties firm owner, was announced as the new Ad League president in the June issue of *Dallas*.

Mortgage Men Choose Davis as Head. Carl S. Davis, vice-president of J. E. Foster & Son, Inc., has been elected president of the Dallas Mortgage Bankers Association.

Serving with Mr. Davis will be James Wooten, vice-president of T. J. Bettes Company, vice-president, and Jack Driscoll, of the Guillot Mortgage Company, secretary-treasurer.

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DALLAS

Clubs and Associations



CORLEY

Corley Heads Tax Institute. O. P. Corley has been elected president of the Dallas chapter of the Tax Executives Institute for 1957-58.

Mr. Corley is vice-president and treasurer of Products Investment Company and fulfills similar capacities in other T. L. Wynne interests.

Other officers elected include Frank M. Dowd, Rowley United Theatres, Inc., and Clair C. Miller, Core Laboratories, Inc., vice-presidents; J. H. Vollbrecht, Dresser Industries, secretary; C. Bell Sample, Southwestern Drug Corporation, treasurer; and Lawrence R. Hamner, Republic National Bank, national director.

★
Thomsen Elected Control Group President. Carl J. Thomsen, vice-president of Texas Instruments Incorporated, has been named president of the Dallas Control of the Controllers Institute of America.

The following officers also have been elected by the organization: Duren W. Holder, British-American Oil Producing Company, first vice-president; J. C. Freeman, Dresser Industries, Inc., secretary-treasurer.

★
Secretaries Install Mrs. Norris. Big D Chapter of The National Secretaries Association (International) has installed Mrs. Pauline Norris as its president.

Other officers named to serve with Mrs. Norris are Joena Douglass, first vice-president; Nancy Anderson, second vice-president; Miss Ione Groves, recording secretary; Mrs. Claire White, corresponding secretary, and Mrs. Alberta Harper, treasurer.

★
Balisteri Elected by Tile Contractors. Joseph F. Balisteri of Dallas has been chosen treasurer of the Tile Contractors Association of America.

Clubs and Associations



HICKS

Hicks Heads Delta Sigma Pi Alums. The Dallas Alumni Association of the International Fraternity of Delta Sigma Pi has elected H. Cecil Hicks president for the coming year.

Mr. Hicks attended Southern Methodist University, and is the owner of T. L. Lawhon & Company, local insurance agency. He is a former director of the Dallas Junior Chamber of Commerce.

Other officers are Bob MacCormick, vice-president; Emory Walton, secretary; Harry Hall, treasurer, and Ronnie Smith, program chairman.




MILLER

Miller Chosen to Head Realtors. Henry S. Miller, Jr., Dallas realtor and civic worker, has been elected president of the Texas Real Estate Association.

Mr. Miller is past president of the North Texas chapter of the American Institute of Real Estate Appraisers and former regional vice-president of the National Institute of Real Estate Management. In 1955 he was the recipient of the Easterwood Cup—an annual award presented by the Dallas Real Estate Board to the outstanding realtor of the year.

DALLAS • JULY, 1957



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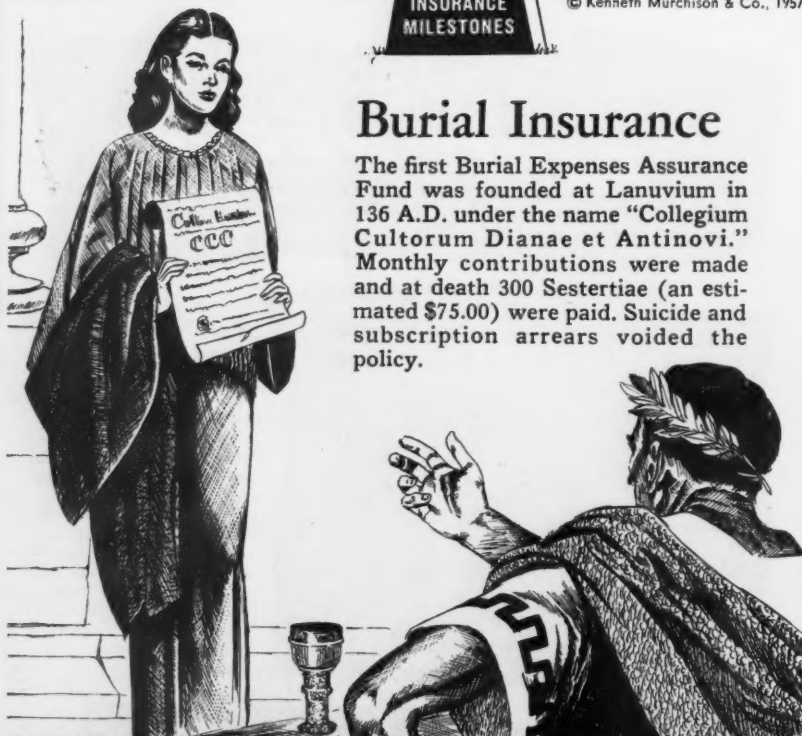
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MILESTONES

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Burial Insurance

The first Burial Expenses Assurance Fund was founded at Lanuvium in 136 A.D. under the name "Collegium Cultorum Dianae et Antinovi." Monthly contributions were made and at death 300 Sestertiae (an estimated \$75.00) were paid. Suicide and subscription arrears voided the policy.



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Clubs and Associations



COSTELLO

Management Group Elects Costello. The Dallas chapter of the National Office Management Association has elected T. M. Costello, office manager for Dr. Pepper Company in Dallas, as its president.

The management group is composed of office management personnel with 168 chapters and approximately 17,000 members in the United States, Canada and Mexico.

Mr. Costello has been a member of the organization for the past eight years and has held numerous offices in the local chapter.



LINDSEY

Civitan International Inaugurates Lindsey. At its convention in Chicago, Frank F. Lindsey of Dallas was inaugurated 37th president of Civitan International.

Mr. Lindsey is southwestern sales manager of the Retail Credit Company and has been active for many years in civic work in Dallas. He has served as president of the Dallas Civitan Club, governor of the Texas District of Civitan International and International Zone 6 trustee.

DALLAS • JULY, 1957

Clubs and Associations



JOHNSON

Johnson Chosen Head of Advertisers Group. The North Texas Chapter of the National Industrial Advertisers Association has elected John Johnson, advertising director for Chance-Vought Aircraft, as its 1957-58 president.

Officers named to serve with Mr. Johnson include Gordon Teague, Evans & Associates, first vice-president; Dan Goodrich, Dan Goodrich Advertising, second vice-president; Gordon Jones, McGraw-Hill, membership vice-president; John Maxey, Don Baxter Advertising, program vice-president; Pat Bronson, Dresser Industries, secretary; D. J. Trizza, Padgett Printing, treasurer; Jack Thornton, Varel Manufacturing, sergeant-at-arms; and Steve Miranda, Dresser Industries and Clark Fishel, outgoing president, national directors.



BLACK

Black Named Officer of Accountants Group. James F. Black, controller of the Dallas Ford plant, has been elected a vice-president of the Dallas Chapter of the National Association of Accountants.

Mr. Black will be in charge of the member attendance, membership, and meetings committees.

DALLAS • JULY, 1957

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Dallas Concocts For Its Gifted Students A Menu Chock Full of Added Learning

The Dallas School System's plan to separate its superior students from others, to go into effect in September, will enable all the students to get a more concentrated dose of academic education.

School Supt. W. T. White indicated this following the unanimous approval by the Dallas Board of Education of his recommendation that such a plan be put into operation in the Dallas district.

The program of separating the brighter students is believed to be the first time that a Texas school system has made special arrangements for superior students.

This particular plan of the Dallas system may also be the first of its kind in the United States; however, several other large cities have other types of programs aimed at benefiting the gifted students.

Of the Dallas plan White commented "We think it will accomplish two principal aims.

"It will enable the students who have particular capacity or ability in academic areas to meet a higher expected level of achievement.

"It will enable us to give a more concentrated program of instruction to the rest of the school system since it will be organized on a heterogenic basis."

The superintendent stressed that no other distinction will be made among students except at the superior level.

"They will not be by any means (designated) on a stair-step (good, poor, fair, etc.) level," he pointed out.

Dallas school trustees, administrators and other school personnel are joining with others of their profession in seeking to find new ways of better educating all students, and especially the superior pupils.

The charges of some industrialists and professional men that the nation's schools have not been doing their job in the education of the gifted student was pointed up by DALLAS magazine some months ago.

In its January issue the magazine printed the charge of Rear Admiral Hymie Rickover, father of the U. S.'s atomic Navy, that Russia is out-training the U.S. in science, engineering and the professions.

Dallas Magazine also treated the issue from an Executive's view (F. O. Detweiler, president of Chance Vought Air-



craft) and by an Educator's Reply (School Supt. W. T. White).

The new Dallas program will include all grades and will apply to all schools of the system, which will have in operation 142 schools by the time the 1957-58 term opens.

White declared, "If we achieve the success we hope for — if we have all our expectations met in the year from now, we will be doing well."

During the coming school year the "operating problems" of the plan will be closely studied by the administration, he pointed out.

By 1958 it is planned that several "honors courses" for superior students be instituted, with more being organized in succeeding years.

White explained that successful completion of these courses (for example, English and mathematics) will provide the student with college credit in the course.

The program has received promise of full cooperation from the School Board.

Declared Dr. Edwin L. Rippey, board president, "The board will back up its (the program's) execution 100 per cent."

And Franklin Spafford, a board member, noted, "I think it's wonderful that White and his staff have the guts — if you please — to move in on this area."

The comments that the school system has received following announcement of the plan have all been favorable, White said.

Purpose of the organization of the plan was embodied in the statement of the announcement.

It said, "Our supreme effort is to give each student an opportunity to achieve to the maximum extent of his ability.

"Plans projected... are intended to provide additional opportunities for children of great readiness and aptitude, and at the same time to give all children of all abilities full and adequate opportunities.

"Grouping of children within a class or section will be made so that they are assured of the use of all available materials and resources.

"Teachers will use methods of instruction that appear to be the best for the purposes intended.

"Our objective is to emphasize constantly the improving of ability of all professional workers and to increase the degree of success on the part of pupils."

White pointed out that the teaching staff will be rearranged so that additional teachers will not have to be hired because of the program.

It was also noted that in the advanced courses which will be offered to superior students of the high school level, "an exacting" marking (grading) system will be applied by the teachers.

White commented that these courses are not going to be "run-of-the-mill" high school courses and that "considerable re-vamping" of the instructional program will be done to put the stepped-up plan into effect.

Because of this, the statement of the recommendation said, "A high degree of selectivity and guidance for admission to certain electives and advanced courses will be practiced.

"These courses include foreign languages, physics, chemistry, higher mathematics and senior English."

It was pointed out in the statement that "in some instances" both students and parents will insist that the students be admitted to courses "for which they are manifestly unprepared either in aptitude or achievement on the expectation that such students will follow professions that will require these specific courses as preparation."

The students and parents will be warned of "the high degree of industry and achievement that will be required" and that they may become a "casualty" upon entering the course against advice.

In discussion at the board meeting it was pointed out that there will be no line

Education

of distinction drawn in the schools to indicate those students who will be placed in the "superior" category.

The "brightest" students in each individual school will be the ones to be put in the special sections.

White said that the level will not be the same at each school. That is, that the bright students in a particular school might still be below the bright ones in another school.

At the elementary level students will be grouped on readiness and aptitude. (It is a usual practice that first graders are given readiness tests upon entering school.)

The grouping will be by major fields only in the elementary grades (1 through 7). These fields include arithmetic, social studies and language arts.

In all other work, such as physical education, co-curricular activities and lunch-room activities, no distinction will be made in the grouping.

At the junior high school level (grades 8 and 9) principals "will provide for more extensive instruction than in the regular sections" of required English and mathematics courses.

The recommendation stated that "each school will emphasize the early identification of the most advanced pupils, elementary schools on the basis of readiness and secondary schools on the basis of aptitudes.

"Techniques and means available through the Research Division (of the school system) will be used."

★

Scholarship Planned for High School Golfers. James J. Ling, sponsor of the \$40,000 Dallas Open golf tournament, has revealed plans for a year-round golf program for Dallas high school boys with a \$2,000 golf scholarship as an annual award.

The program calls for sponsorship of 20 local youngsters, two from each high school. They will be selected on a basis of need, citizenship and scholarship by an administrative council on scholarships.

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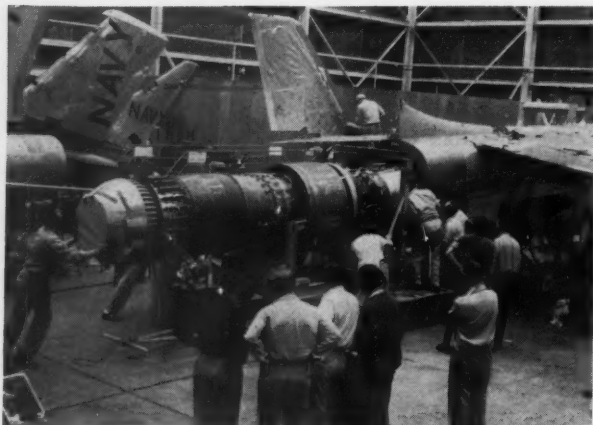
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AVIATION



STRUCTURES test lab employees at Chance Vought shove the J-57 engine into place in the fuselage of the Crusader. Because of careful planning and innovations as the plane was produced, the finished F8U-1 Crusader was in flight just 21 months after the original letter of intent was received from the U. S. Navy.

Behind Vought's Record-Breaker Crusader Lies The Story of Concentrated Ingenuity

Chance Vought's Crusader, a record-breaker to begin with, is now breaking new speed marks with front-page ease. This month the Navy jet fighter, built at Vought's plant here, flew across the United States in just over three hours, a new cross-country record. Actual time between Long Beach, California, and New York was three hours, 23 minutes and 8.4 seconds—an average of slightly more than the speed of sound.

The record is the second credited to the Crusader which set the national speed mark of 1,015 m.p.h. last September in the Thompson Trophy event.

Earlier this month the Navy announced that the design for a new carrier-borne, missile-carrying jet fighter has been awarded to Chance Vought engineers. The craft which will intercept enemy bombers and fly at twice the speed of sound will carry some of the features of the Crusader.

Powered by a J-75 Pratt & Whitney engine with afterburner, the new radar-equipped fighter will be ready for flight testing next summer, and delivered by 1960.

Behind the scenes engineering on the new fighter will parallel what went into the development of the Crusader which also challenged the ingenuity of tooling men, engineers, mechanics and many other Chance Vought employees two years ago.

The story of the development of any of today's swift, complex aircraft is an exciting one which represents the appli-

cation of the combined know-how of thousands of men and women. The history of the Crusader, from drawing board to flying craft, is typical of today's advances in airplane manufacture.

From the time the letter of intent was received until the first flight of the Crusader at Muroc, only 21 months passed, a remarkably fast time for designing, building and flying a supersonic fighter.

The Crusader incorporated many new ideas and others which had been tested and proven in other Vought aircraft. Because of the plane's tremendous speed and the heat problems represented by its powerful jet engine, the entire tail section of the fuselage was made of the new metal, titanium. And since the new metal was difficult to work with, many problems of machining and handling had to be solved on the spot.

Because of the accelerated schedule, a good deal of development and research work was going on in various phases of the Crusader's development while actual construction work was under way. Hours and hours of advance planning helped smooth the way for the plane and solved problems ahead of time.

A clear plastic model of the XF8U-1's fuel tanks and system was made in a rotating jig so that fuel transfer and flow could be tested in various flight attitudes.

To study the pilot's visibility in the cockpit, a two-story tower outside the plant just west of the assembly lines was used. A mockup cockpit was placed on the tower.

Chance Vought's woodworking shop made small models of the Crusader and its component parts. These were sent to wind tunnels in various sections of the country so that all phases of testing could be done simultaneously.

Meanwhile small-scale aluminum jigs were made in advance to ferret out possible difficulties with the huge steel jigs on which the Crusader's wings and fuselage would be built.

Another new feature developed for the Crusader was a lighter pilot ejection seat, weighing only 30 pounds compared to 130 pounds for the ones used in most jet fighters.

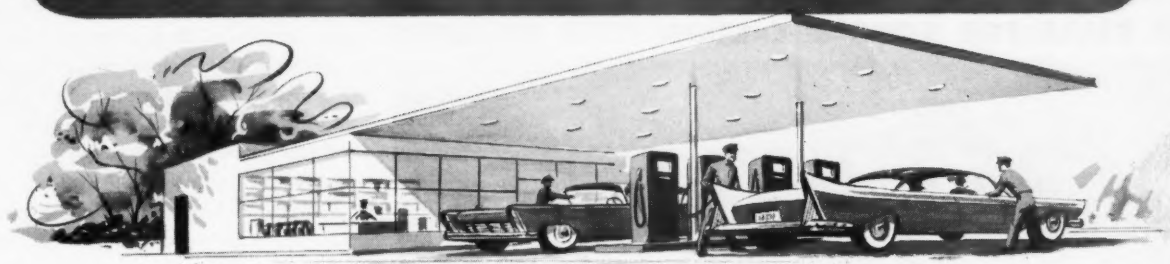
When the Crusader was in the structures test lab for final adjustments, it rested alongside a strange-looking model, a control system simulator made of heavy steel beams. The simulator contained all of the control mechanism and surface actuators of the actual plane. Hooked up to it was a battery of electronic brain machines. These, with the simulator, permitted Vought engineers to determine in advance how the fighter would respond in actual flight.

This elaborate equipment, together with other mockups and models conceived by manufacturing and engineering, helped smooth the way for the Crusader as it progressed from the first line on the drawing board to first flight.

Now a new plane is being created—one which the Navy expects to far out-do the best performances of the record-breaking Crusader. And in the month's ahead the pattern of designing, testing and building will be repeated for a new kind of aircraft, product of behind-the-scenes records in ingenuity.

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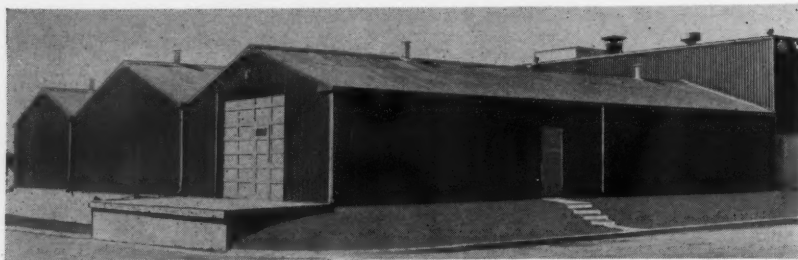
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(Continued from Page 11)

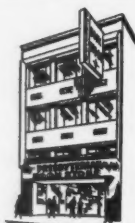
E. B. Germany, now president, and one of the original backers, took over after the war and brought Lone Star out of the woods in competition with the biggest and best steel companies in the nation. The story of Lone Star success is also a story of Dallas advantages reflected in the services of such firms as A. J. Boynton & Co., consulting engineers and De Golyer & McNaughton, consulting geologists.

Not to be discounted either is the background of "Gene" Germany a onetime high school principal who switched to oil and became a successful wildcatter. Germany knew his market from first hand experience as an oil operator and he also knew Dallas and where to go for what he needed to develop a successful steel plant. The Lone Star success story has meant more payrolls for Dallas in its trade territory and an important payroll for Dallas in its expanding executive offices.

While older oil production organizations have been expanding their operations in Dallas, technical advances and research are also playing a part in expanding Dallas as an oil center. Pointing up this phase of Dallas development are the operations of Nortex Oil and Gas Company, just three years old. One of the most important methods of Nortex's operation has been to increase their reserves and active production through acquisition of properties adaptable to secondary recovery operations.

Secondary recovery operations are highly technical. Authoritative sources have estimated that total domestic reserves of 30 to 50 million barrels can ultimately be doubled by the introduction of these new engineering techniques. Nortex is rapidly becoming a leader in this field by building a highly skilled and experienced staff of reservoir engineers who are waterflood specialists and who have achieved notable success in this field. Waterflood operations have already

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been commenced by Nortex in three oil fields with five more projects to be put into operation in the near future.

Nortex Oil and Gas Corporation, although classed as a new producing firm, has had an amazing growth over the past five years. In 1954 the company had only 5,000 barrels in reserve. Today the company has a total of more than 6,000,000 barrels. Today, Nortex has 142 producing wells and is drilling new wells at the rate of approximately 50 per year. This Dallas-based firm has more than 3,000 stockholders in the United States, Canada, Hawaii and Cuba.

Other facets of Dallas diversification as an oil center are found in the expansion of such organizations as Fritz W. Glitsch & Sons, manufacturers of oil, chemical and refinery equipment, who started here in a modest way and in Wyatt Metal & Boiler Works, another pioneer Dallas oil field equipment manufacturer. Newer firms like Varel Manufacturing Co., manufacturers of rock bits and James Tool Company, also illustrate this trend. Since the early thirties Dallas has also been the headquarters of Oil Well Supply and Continental-Emsco, organizations known throughout the industry and Guiberson Corporation, now a part of Dresser Industries.

The magnitude of the oil and gas industry in Dallas and Texas sometimes obscures the fact that this is a relatively new industry. This year marks the Fortieth Anniversary of the mammoth Humble organization which has substantial marketing activities in Dallas. It also marks the Fiftieth Anniversary of the State of Oklahoma.

Fritz W. Glitsch & Sons makes oil, chemical and other refinery equipment at its expanding plant here. From Varel Manufacturing Company and Drilling & Service, Inc., come rock bits and related items. Iron and metal works supply tanks, electrical and electronics companies offer sensitive instruments.

Oilfield equipment making and supplying is an old business in Dallas. Glitsch, Wyatt Metal & Boiler and other companies started here. Oil Well Supply, Guiberson and Continental moved their headquarters here in the early Thirties.

A key to the whole growth picture is the fact that the Dallas trade area embraces well over half the nation's oil reserves and the number of active drilling rigs. New developments and excellent distribution continue to pace the industry's growth.

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Dallas Plots A Mental Evolution

The University of Texas Southwestern Medical School has hired a personable young man from Denver, Colo., whose work may be profoundly felt in this community in years to come.

Dr. Robert Lee Stubblefield, 37, native Texan but more recently from Denver, has become the first fulltime head of the medical school's psychiatry department in three years.

Dr. Stubblefield arrived here July 1 and has begun his first assignment, a critical one: to employ a staff of seven fulltime psychiatrists including himself (this would be seven times as many as the school had last year); five psychiatric social workers, and three clinical psychologists.

In addition to this full staff, which he hopes to get by the next academic year, there will be psychiatric interns and trainees in clinical psychology and psychiatric social work.

The substantially enlarged department and its program are expected to enrich Dallas with much-needed services to the mentally ill and the emotionally miserable.

Doctors everywhere are pretty well agreed that at least one-third of all patients get sick because they are unhappy.

The medics don't put it that way—they use fancier words like neurotic and psychosomatic.

But—call it unhappy or psychoneurotic—the implication is that emotions like fear or rage or worry are actually causing headache, skin eruptions, fatigue, stomach pain, obesity, nausea and so on.

And it is generally agreed that patients with primarily physical diseases—cancer, arthritis, heart disease, etc.—all react emotionally, in some way, to their illness.

These things being so, the mind and the emotions are of great concern to all who treat the sick, whatever the illness.

Whether the bad emotion or the black thought is the cause or the result of sickness, it must usually be dealt with if the patient is to get well.

Dr. Stubblefield hopes his department may have a positive influence on all medical students and on all doctors of this area.

"The general practitioner needs to know a great deal about the doctor-patient relationship. This is not just the responsibility of psychiatry to teach—but

we (in psychiatry) think that since we study people so closely, we can contribute something.

"The good doctor listens and tries to understand, whatever his patient's problem . . .

"I hope our medical school can help both family doctors and medical students to a more humane understanding of mental patients and also the emotional problems of other sick people.

"I think this is the big challenge."

To teach medical students this humane understanding, he said, will require the best use of the fulltime faculty and also the 25 Dallas practicing psychiatrists who



DR. ROBERT LEE STUBBLEFIELD, new head of the psychiatry department of the University of Texas Southwestern Medical School, has mapped out a mental health evolution for Dallas.

have given their time to teaching in the department and held it together in recent years.

Dr. Stubblefield paid high tribute to these "clinical" faculty members, and said he hoped they would continue their work at the school.

The humane understanding of patients, Dr. Stubblefield indicated, may begin with understanding a patient when he is angry and when he is anxious.

Anxiety and anger are the two major drives a child must learn to master, he said. Often grownups as well as children get anger and anxiety mixed up.

For the future of his department, after the critical hurdle of getting the staff, Dr.

Stubblefield has big plans, to be hatched gradually.

He emphasized that Dallas should expect an evolution, not a revolution, in the field of mental health.

Among his department's projects for the future:

1. An outpatient psychiatric clinic for Dallas.

2. A psychiatric division in Parkland Memorial Hospital.

(At present, except for private mental hospitals and private office consultations with psychiatrists, Dallas' only psychiatric facilities are 64 beds in the remodeled nursing home of Woodlawn Hospital—the old Parkland—at 3819 Maple. For the present, this 64-bed unit will be the major teaching facility for the medical school's psychiatry department.

3. Research in child development. The school will continue its affiliation with the Dallas Child Guidance Clinic, a Community Chest agency.

4. Research in drugs for psychiatric patients.

5. A mutually beneficial affiliation of the department with Terrell State (Mental) Hospital.

6. Additional psychiatric services for the Veterans Administration Hospital.

7. A consultation service for the public schools, the juvenile court and Dallas social agencies—and a mental health program for the public schools, to combat juvenile delinquency and prevent mental illness.

On Project No. 7, Dr. Stubblefield elaborated:

Both fulltime and clinical faculty members will be encouraged to accept consultation appointments in social and health agencies if it fits into the medical school's teaching program.

How you run an adoption service or a child welfare program or a nursery or a camp influences mental health just as running a hospital does.

"It seems to me the courts and the schools both deal with children who have some kinds of behavior problems and who have reasons for doing as they do.

"By their knowledge of why people behave, psychiatrists and others in mental health might improve understanding of this behavior."

In the school system, he said, if a child is very aggressive or destructive, the school should be interested not just in disciplining him but in learning why he acts that way. It may be because of

Medicine

mental depression, or an organic brain defect, or acute emotional upset, or a lot of other reasons.

The same would hold true of the courts. Children get into trouble with the law, and there are reasons why.

Dr. Stubblefield believes that many serious behavior problems can be prevented through good work in the schools, but "I can't prove it yet."

More and more, he said, psychiatrists are interested in relating what they know to what the teachers deal with across the board.

Most psychiatrists feel they can do more for children by working with teachers—to avert trouble—than by giving psychiatric treatment to boys and girls already in difficulty.

Dr. Stubblefield said it has been estimated that 5 to 8 per cent of all children need psychiatric help.

He said he believes that psychiatry has a service to offer the schools with special programs for gifted children as well as those with special programs for retarded children.

Dr. Stubblefield was born in Eastland County and was graduated from Gorman High School, the University of Texas and its medical branch at Galveston.

He is certified by the American Board of Psychiatry, and his career has included two years with the National Institute of Health at Bethesda, Md.

In Denver, he was associate professor of psychiatry at the University of Colorado School of Medicine and consultant to the Denver Public Schools and the VA.

Dr. Stubblefield and his wife and their two daughters—Carol, 13, and Susan, 7—are living in an apartment at 8523 Thackeray while house hunting.

★

Advisory Committee Named to Medical Foundation Board. Three doctors, all members of the Dallas County Medical Society, have been named as a medical advisory committee to the Southwestern Medical Foundation's Board of Trustees. They are Drs. George M. Jones, chairman; Guy T. Denton, Jr., and T. Haynes Harvill.

★

Baylor Installs Dual X-ray Machine. A new \$18,378 device which will make X-rays of the heart and great vessels from front and side views simultaneously has been installed at Baylor Hospital.

The new equipment, called a biplane angiocardigraphic machine and made in Sweden, is the first of its kind in Dallas.

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DALLAS • JULY, 1957

(Continued from Page 13)

the rate jumped to between sixty-five and eighty-five feet per hour in the same formations.

Why have the Russians been able to do what Americans have not been able to do in sixty-five years of trying to develop the drill?

Under the Russian system, according to the Dresser president, state-blessed research receives intense applications of money and manpower. In the case of the turbodrill, this intense and expensive research turned up the need for a different kind of bearing from the standard ball bearing.

The answer was a rubber thrust bearing which is lubricated by the mud solution which powers the turbine. Abrasives do not harm the rubber parts and material up to the size of rocks can pass through the mechanism without doing damage.

Next step was a contract with Machinexport which guaranteed Dresser all models of the drill, technicians to supervise initial testing and production here and exclusive Western Hemisphere manufacturing rights. Dresser would have paid a standard royalty on turbine sales to Machinexport and exchange bit data with the agency.

The U. S. Department of Commerce could not approve the exchange of data and said no to the contract in May, 1956. The door to the turbodrill thus was shut—but not locked.

Enroute to Russia the next month, the Dresser representative stopped off in France to see and obtain rights to the French turbodrill version perfected by Etablissements Neyrpic. This unit is essentially an adaptation of an earlier Russian model, according to Mr. O'Connor.

The turning point came exactly a year ago in July when two agreements were finalized: Dresser got the Neyrpic drill and bought 40 Russian drills on a cash basis with no exchange of data or technical aid involved.

Last September the complicated efforts to get the drills came to an end when the crates arrived here at the Guiberson Cor-

poration which Dresser had acquired in an exchange of stock a month earlier.

The saga of Dresser and the turbodrill is far from closed, however.

With the units secured, the company then had to start from scratch, since there was no one in the country with experience in running a turbodrill.

Rock formations similar to those in the Second Baku oil area of Russia exist in the Permian Basin of West Texas. Since last October, over 14,000 feet of hole has been drilled there and in Mississippi at speeds ranging from two to five times rotary speeds.

"This is not in any way considered as maximum performance of the turbodrill units," Mr. O'Connor explained.

Use of larger pipe and higher fluid velocities hold the answer to an operational problem with the bit, Mr. O'Connor says. At present the rapid drilling rate develops excessive bit cuttings in the bottom of the hole. These cuttings cannot be removed quickly with low velocity fluid. Some cuttings remain and are re-ground by the bit, slowing it down and causing excessive wear.

Where rock formations lie at a steep angle—known as "crooked hole country"—use of the turbodrill already has indicated a tendency to straighten the well bore.

In one well, the deviation angle was reduced from seven to two and a half degrees at more than twice the speed of rotary drilling methods, according to Alvin Gardner, president of Gardner Brothers Drilling Company of Dallas.

This performance indicates a new application of the unit which will help keep the hole straight and reduce costs in troublesome drilling areas.

The company is designing and experimenting with high speed rock bits now at the Security Engineering plants here and in Manchester, England.

Dresser's wide lines of oil country goods includes the Ideco full-view and tilting full-view drilling masts. Two or four-piece packages can be made of this portable full-view mast by separating bolted or pinned sections.



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NEW AND EXPANDING BUSINESS

Sanger Bros. Opens Modern Suburban Store

Dallas' newest suburban department store has been opened by Sanger Bros. at 8331 Westchester Drive, at the corner of Berkshire Lane, in Preston Center. Built on three levels, the structure occupies 103,554 square feet of space. Cost of the new store was estimated at \$2,500,000.

Under the direct supervision of Steve Chandler Jr., Sanger's vice-president in charge of operations and finance, the parent store has been the general contractor for the project. Tatum and Quade were the architect engineers, and Blum and Guerrero handled mechanical engineering.

Sub-contractors — all Dallas firms — were Inwood Construction Company, building; McClure Electric Company, electrical; Otis Elevator Company, escalators; Levy Plumbing Company, cooling and heating; LaDew Sprinkler Company, sprinklers; and Texas Bitulithic Company, excavation.

Interiors were planned and designed by the Raymond Loewy corporation, and nine basic colors were used to create more than 80 shades throughout the store. Dallas artist Donald Vogel designed artistic settings for the millinery, giftware and children's departments. Landscaping is by Dallas Nurseries Garden Center.



Complete Suburban Store Opened by Sanger Bros.

This complete suburban department store has been opened by Sanger Bros. in Preston Center with a million and a half dollars in inventory.

Inside the store 140 different categories of retail merchandise are grouped as follows: 37 on street level, 69 on upper level and 34 on the lower level. A stock area adjoins each department to increase the customer's shopping convenience. The store opened with a million and a half dollars in inventory.

Unusual display techniques include "coordinated location" of items that logi-

cally belong together. For example, sewing notions are in the likely company of piece goods, patterns, art needlework and sewing machines.

As for parking facilities, the Preston Center Plaza parking lot can accommodate more than 400 cars. Sanger's own adjoining area — facing Douglas from Luther Lane to Berkshire Lane — can handle an estimated 2500 cars per day.

Two hundred thirty persons are employed in the new operation, and the store is open all day Mondays through Saturdays and until 9 p.m. Monday, Thursday and Friday nights.

★

Building Planned In Oak Lawn. Initial construction work has begun on a five-story office building at Turtle Creek and Lemmon in the Oak Lawn area. Located immediately across from Lee Park and adjacent to a 20-story luxury apartment building now nearing completion, the new structure will occupy 40,000 square feet of space. To be known as the Turtle Creek Building, the structure will feature double-level entry — one auto entrance on the Turtle Creek front and another parking terrace entrance at the rear. Paved parking for 100 automobiles will be provided, and the new building will feature window-wall construction.

Owners of the new building are C. L. Norsworthy Jr. and T. W. Norsworthy, and architect for the project is Harwood K. Smith and Associates. Hudson and Hudson of Dallas are exclusive leasing agents. The building is expected to be ready for occupancy by June 1, 1958.



Office Building Planned for Oak Lawn Area

To be known as the Turtle Creek Building, this five-story structure at Turtle Creek and Lemmon was designed by Harwood K. Smith & Associates, architects. Hudson and Hudson are exclusive leasing agents. Occupancy is expected by June 1, 1958.

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Trinity Steel Opens

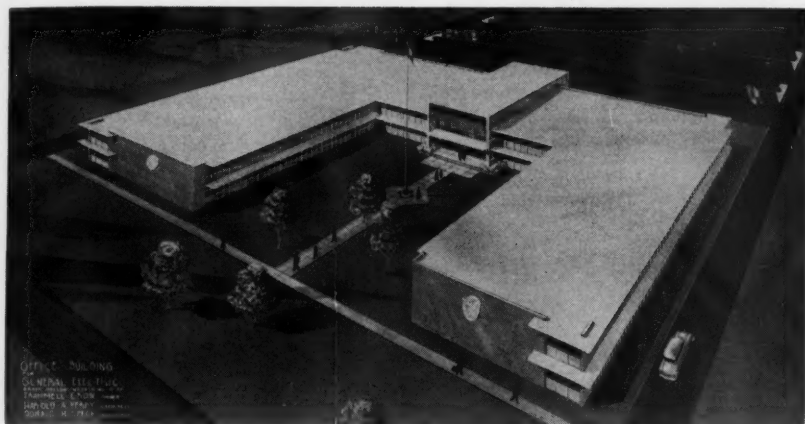
Located on a 15-acre site at 4001 Irving Boulevard, Trinity Steel is the world's largest builder of T-1 transports. The new facilities include air conditioned general offices, a large maintenance garage, a fleet of 23 tractor and trailer units and the main plant with 65,000 square feet of space under one roof.

Starting with one employee in 1930, Trinity Steel established their own fabricating plant in 1944 in a leased building on Hill Street. In 1949 the firm moved to large quarters on South Lamar which they outgrew before moving to their present plant early this year. Today, the firm has 150 employees and their equipment is sold over the nation. The firm has a plant and sales office in Mexico City that serves the Latin American Market.

Under C. J. Bender, Trinity Steel has grown from its humble beginning two decades ago to its present world-wide operation. Mr. Bender has pioneered and introduced many new improvements.



New and Expanding Business



General Electric to Occupy First Empire Central Office Bldg.

This U-shaped, two-story, 40,000-square-foot structure will be erected for the General Electric Company in Empire Central, 90-acre office-building community adjacent to Brook Hollow District in Dallas. Architect Harold A. Berry and Associate Donald H. Speck have designed the building exterior to emphasize the porcelain enamel panels finished in GE blue. McFadden and Miller Construction Company is the general contractor for Trammell Crow, investment builder who will lease the building to General Electric for use as headquarters for the 150 executives and office employees of the firm's Southwest Apparatus Sales Division.

► Delta Brush Manufacturing Corporation of New York City has opened a regional sales office and warehouse in a recently-completed building at 2212 Irving Boulevard, in the Trinity Industrial

District. This is a new company for Dallas, set up to distribute artist brushes and art supplies throughout the Southwest states of Texas, Oklahoma, Arkansas, New Mexico and Colorado.

GIFTS WHOLESALE

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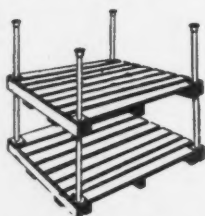
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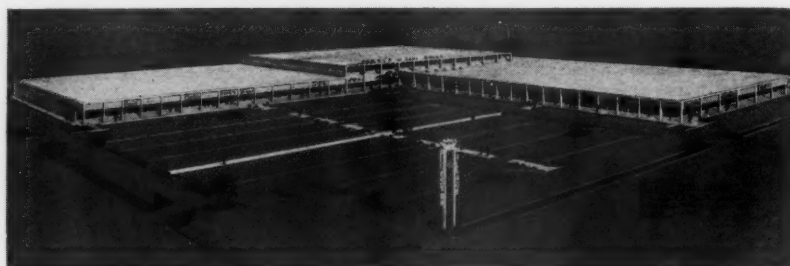
2333 Inwood Road FL 7-7315

DALLAS 19, TEXAS

4101 San Jacinto JA 2-4647

HOUSTON 4, TEXAS

New and Expanding Business

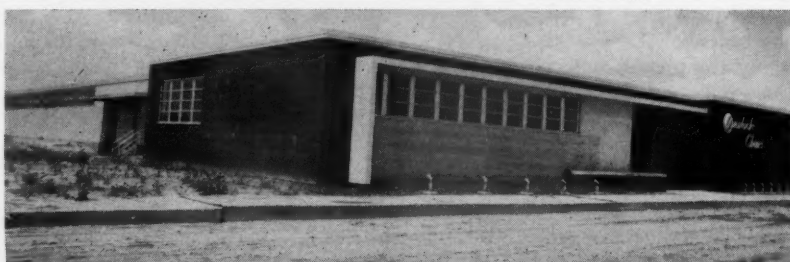


Preston Road Shopping Center Planned

Plans have been announced for the development of a shopping center on an eight and one-half acre tract at the northwest corner of Preston Road and Royal Lane. The \$2,000,000 center will be developed by Trammell Crow, and preliminary plans already have been prepared by Harold A. Berry, architect. Henry S. Miller Company, realtors, will be exclusive leasing agents. To be known as Preston Royal Village, the center will contain approximately 25 stores of various types and provide parking for over 600 cars.

► Havaco Corporation soon will build the first unit of a multi-million-dollar construction program in the Love Field area. A two-story, 36,000-square-foot warehouse that includes air-conditioned office space is to be erected at 3440 Haggard Drive on a ten-acre tract that will be de-

veloped in this program. Lessees of the warehouse space will get a prorated part of the office area. The architect is William T. Hefley of San Antonio, and Vaucan Company, Inc., of Dallas will be the general contractor.



Gunlocke Chair Co. Celebrates Plant Opening

The Gunlocke Chair Co. has opened this new 22,000 square-foot manufacturing plant at 9009 Chancellor Row, Brook Hollow Industrial District. Located on a three-acre site, the building was designed by Grayson Gill, architect and engineer, and built by the Schwarz Company. The factory manufactures upholstered and wood chairs for office and commercial use and will serve Texas, Louisiana, Arkansas, New Mexico and Oklahoma.

MATERIAL HANDLING EQUIPMENT-RENTING



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Fork Telescopic



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TEXAS DELIVERY



RI 8-4444

DALLAS • JULY, 1957



Casa View Wrigley Sparks Chain

ACF Wrigley Super Markets has begun construction on this super market in Casa View shopping center. First in a chain of six for the Dallas area, the half million dollar market is scheduled to open this fall. James A. Russell is architect and the Erben Realty Company, owner. Other Wrigley super markets will be built in Wynne-wood, Garland, South Oak Cliff, Abrams and Big Town.

► Fleming Associates, Inc., a management consulting firm, has been formed to assist management clients in procuring top-level executives. Offices are to be located in the Exchange Bank Building, 100 Exchange Park North.

► G. Milton Threadgill, former divisional merchandise manager of A. Harris & Company in Dallas, has announced plans to open a merchandise counselor service for independent retailers. Offices will be in the Highland Park Shopping Village.



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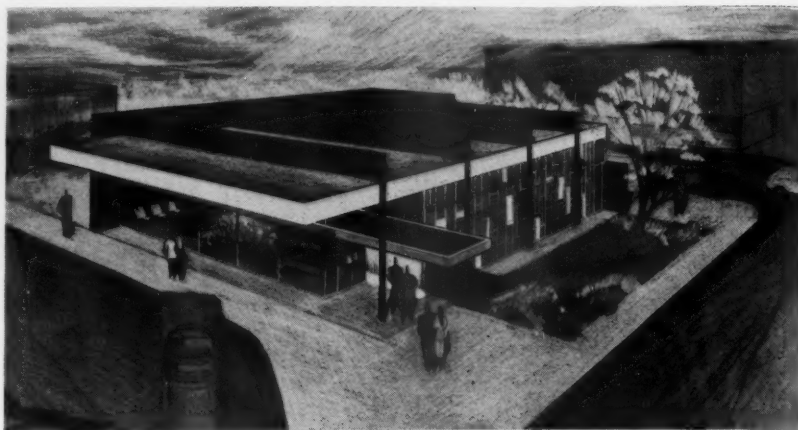


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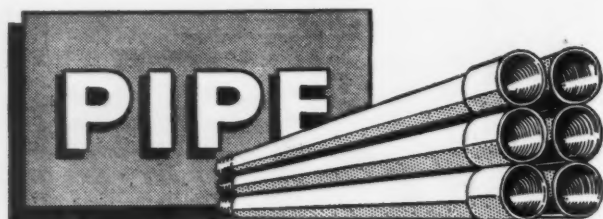


Preston Branch to Be Built by Oak Cliff Savings

Scheduled for completion this fall is the Preston Branch office of the Oak Cliff Savings and Loan Association, largest suburban savings institution in Texas. Prinz and Brooks are the designers of the two-story building, and C. E. Fritch is general contractor.

► A-Acme Employment Service, 913 Davis Building, has been purchased by Lee G. Fulghum. The firm specializes in office, sales and technical positions for men and women. Mr. Fulghum, a native Texan, has owned a retail store and a manufacturing firm in Waco for the past several years.

► Eastman Southwest Hose & Coupling, a division of Eastman Products Corporation, has opened a branch office at 100 Manufacturing Street in the Trinity Industrial District. Bob Weaver will be in charge. Robert L. Shaw of Watson & Watson, Realtors, handled the lease negotiations.



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New and Expanding Business—

Oak Cliff Savings To Build New Branch

A multi-colored exterior will be one of the innovations of the Preston Branch office building of the Oak Cliff Savings and Loan Association. Construction of the building was announced recently by James C. Anderson, Jr., association president.

The Preston building, located at Sherry Lane and Westchester, is scheduled for completion this fall. Prinz and Brooks, designers of the international prize-winning home office of Oak Cliff Savings at Bishop and Centre, are the architects for the Preston branch. C. E. Fritch is general contractor.

Included among the structural innovations in the building will be the East wall, which will be glazed with colored insulating panels set in aluminum grid, lending an over-all multi-colored pattern to this side of the building. Another modern feature is the suspended steel roof structure faced with marble.

With a total area of 6,000 square feet, the building will consist of two floors, one of which is a complete basement. The offices of the association will occupy the ground floor and in the basement will be a community room seating approximately 70 people. Adjoining this room will be a kitchen and a lounge.

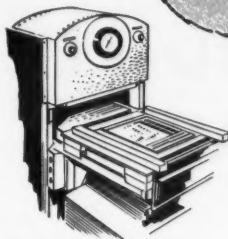
Until the structure is completed, the Preston Branch will continue to serve the town north area from its location at 6007 Berkshire Lane. Oak Cliff Savings, with five offices serving the metropolitan area, is the largest suburban savings institution in Texas.

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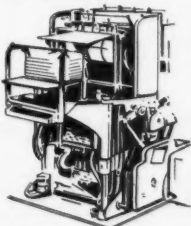
▶ Autry Rubber Company has under construction a red brick building at 1800 Irving Boulevard in the Trinity Industrial District. It is being built to the company's specifications by Williams and Wagner Construction Company with completion set for August first. Majors and Majors, realtors, negotiated the lease. The new facilities will have air-conditioned offices, the warehouse will be served by truck docks, and off-street parking will be provided. Autry distributes women's and children's play shoes throughout Texas, Oklahoma, and New Mexico, and to parts of Louisiana and Arkansas.

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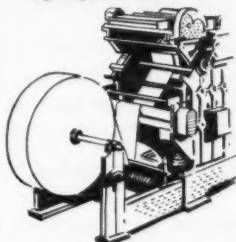
▶ Sansom Company, headed by Guy Sansom, plans immediately to build 30 homes in the Singing Hills Addition in Oak Cliff. This is the third firm to start construction in the addition, the other two being Vernon and James Smith Company and Lacy R. Keele Company.



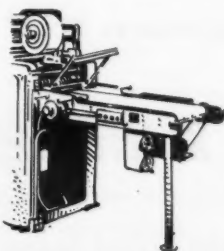
Your forms are set in our plant then molded into rubber plates for printing.



All equipment is completely modern, including presses in our commercial printing department.



Three-color web-fed presses print front and back, punch, number and perforate all in one operation.



Collating machines automatically insert carbon, paste and trim forms with up to 10 copies.



TAILOR-MADE FOR IMMEDIATE USE!

We literally roll *your* own at RogersnaP!

Whether you need a brand new business form (which we will help you create) or need a new supply of a form you are now using, our web-fed presses will roll them out at up to 40,000 copies an hour.

What's more, you receive home-town service at RogersnaP... no need to pay unnecessary freight rates.

Next time you need multiple-copy forms in your business, call for a RogersnaP representative... he'll see that you have tailor-made forms for your use *immediately*.

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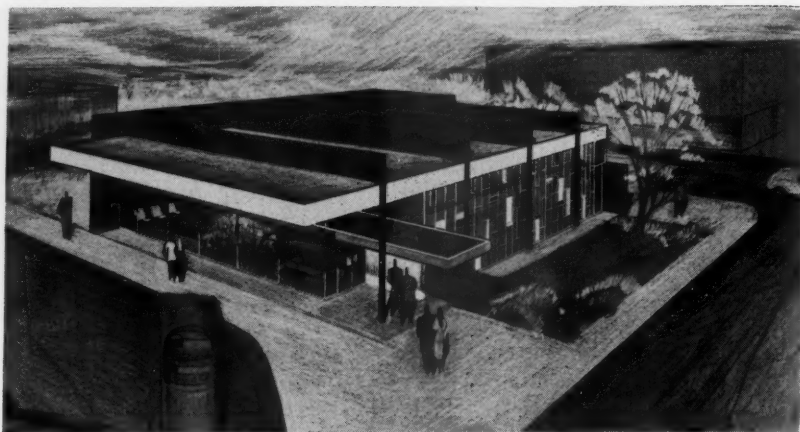


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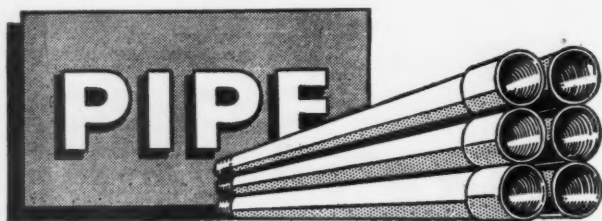


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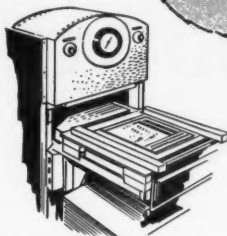
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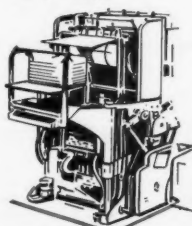
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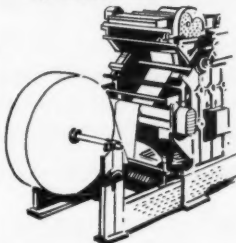
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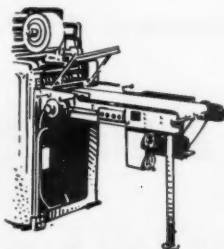
Your forms are set in our plant then molded into rubber plates for printing.



All equipment is completely modern, including presses in our commercial printing department.



Three-color web-fed presses print front and back, punch, number and perforate all in one operation.



Collating machines automatically insert carbon, paste and trim forms with up to 10 copies.



TAILOR-MADE FOR IMMEDIATE USE!

We literally roll *your* own at RogersnaP!

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SEPTEMBER 15-19, 1957**

In the Adjoining Ballrooms of The Adolphus Hotel

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(A Division of the Dallas Chamber of Commerce)

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A golden opportunity for Dallas Manufacturers of metal, plastic, wood and leather products to sell wholesale and retail buyers of Dallas' Trade Area (Texas, Oklahoma, Arkansas, Mississippi, Louisiana and New Mexico), who will attend this market:

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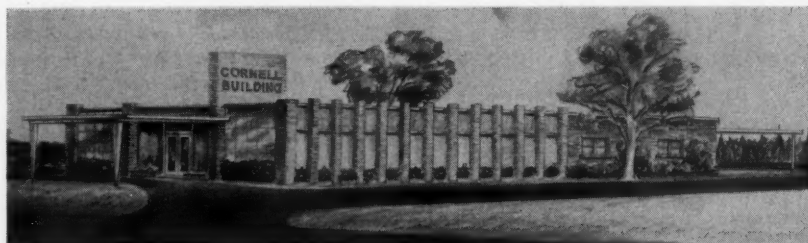
DALLAS MANUFACTURERS & WHOLESALE ASSN. INC.



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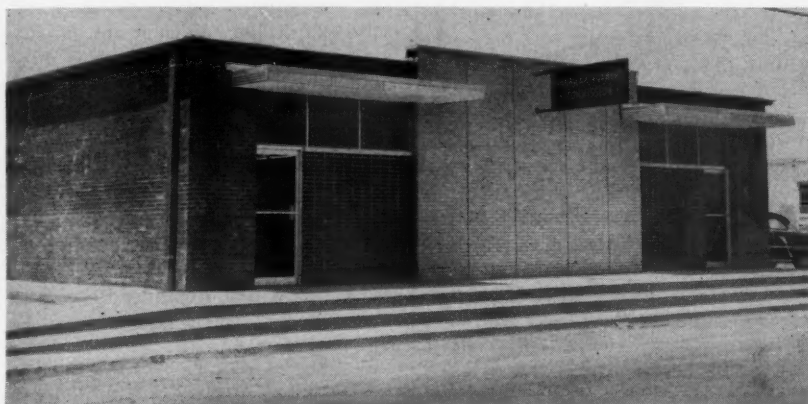
DALLAS *The Diversified Market of the Southwest*

New and Expanding Business



Cornell Oil Consolidates, Moves

New executive offices of Cornell Oil Company will be housed in the Cornell Building at 4616 Greenville Avenue. The building was constructed by S & L Construction Company for the independent producing company's consolidation of its offices in Lubbock with the Dallas office formerly in the Meadows Building. Dr. Anson L. Clark is president of Cornell Oil Company.



New Office Shows Growth of Employment Commission

This modern office at 217 S.E. Eighth Street in Grand Prairie, with approximately 3750 square feet of floor space, represents eighteen months of continuous growth of the Texas Employment Commission in this fast growing area. Since opening the first office in Grand Prairie on March 1, 1956, the staff has grown from six employees to a present total of sixteen, as well as expanding office facilities to serve the area.

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B1 Commercial Bldg.



TUNGSTEN CARBIDE INSERT BITS

"A TYPE"

A superior bit made for durability and smooth running in hard formations.



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**GIVE US A CALL RI 2-6446
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or Drop by 2026 COMMERCE

FURNITURE

• OFFICE SUPPLIES •

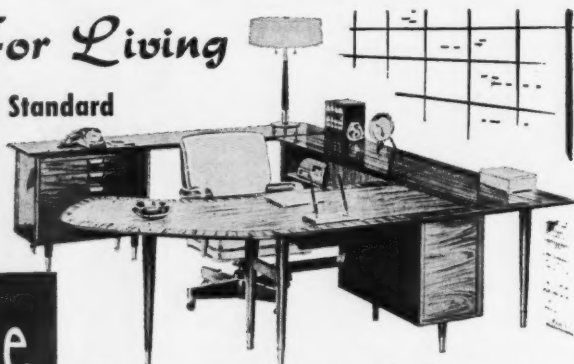
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With Furniture by Standard

Gain office distinction
and efficiency.

May we help you
plan your office?



Wilhide
EQUIPMENT CO., INC.

Equipment Engineers & Contractors
2107 Main St. Dallas, Texas Phone RI 8-3314

New and Expanding Business—

► Guardian Savings and Loan Association's new North Dallas branch office, located at 5501 Lovers Lane in Inwood Shopping Center, is scheduled to be ready for occupancy August first. The new building will have business space and offices on the first floor, with a community room, lounge and kitchen on the second floor balcony. It also will provide a drive-in window for deposits and a night depository. The architect for the branch office is Joseph Mills of Dallas, and the general contractor is Avery Mays.

★
► Harry L. Franklin, Dallas petroleum engineer, has formed an oil field consultant firm here at 6615 Snider Plaza. The firm, Harry Franklin and Associates, specializes in drilling, development, production and management. A graduate of the University of California, Mr. Franklin has been associated with Harry Bass Drilling Company, DeGolyer and MacNaughton, Shell Oil Company and General Petroleum Corporation in the past.

★
The Hal Copeland Company, Public Relations, has moved from the Melba Building to the Wilson Building, Room 725. The telephone number remains the same.

Texaco
*throughout
its lifetime
has contributed
to the progress of
Dallas*

Texas, Dallas, and Texaco are all,
inseparably, one big story of
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For Texaco, that big story began in 1902.
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The Texas Company

Texaco Petroleum Products



New and Expanding Business



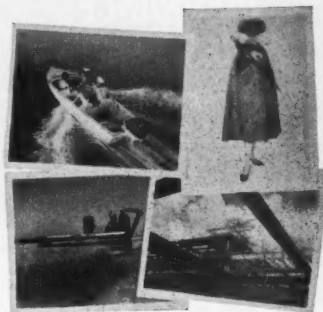
Collins Radio to Build Engineering Facility

Construction is scheduled to begin soon on a new \$1,700,000 engineering and development building for Collins Radio Company on a 20-acre site in the Richardson city limits. The structure will have a ground floor area of 105,000 square feet and an additional 18,000 square feet in mezzanine and second floors. The entire building will be air-conditioned, and a 500-car parking lot will be provided. Contract for the project has been let to the Henry C. Beck Company.

► G. R. Commagere Company, industrial finishing specialists for the design and layout of complete automatic finishing systems, has opened general offices, a Dallas display room, and a testing laboratory for electrostatic painting at 1025 Levee

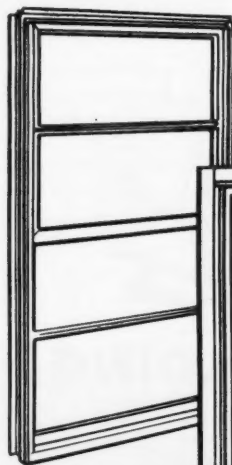
Street in the Trinity Industrial District. Robert L. Shaw of Watson & Watson, Realtors, handled the lease negotiations with G. R. Commagere, president of the company. Dave S. Wolff will be in charge of the Dallas office.

if your story
can be told in
pictures...we
can tell it!

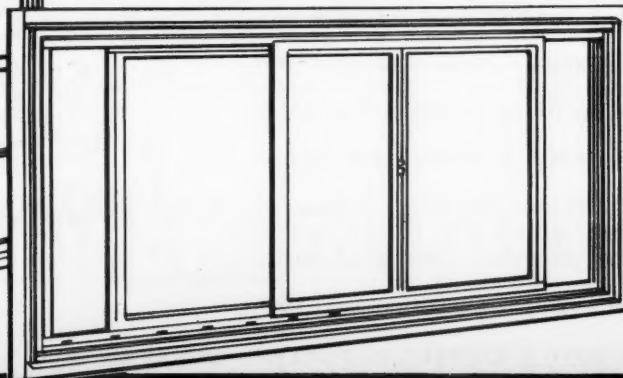


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Despite the high quality, Cupples windows are surprisingly low in cost, and readily available from...

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J. S. Hereford Reg. No. 26415
A. C. Cairns

TEMPORARY OFFICE HELP

Call a "Kelly Girl"
at **Riverside 2-3981**

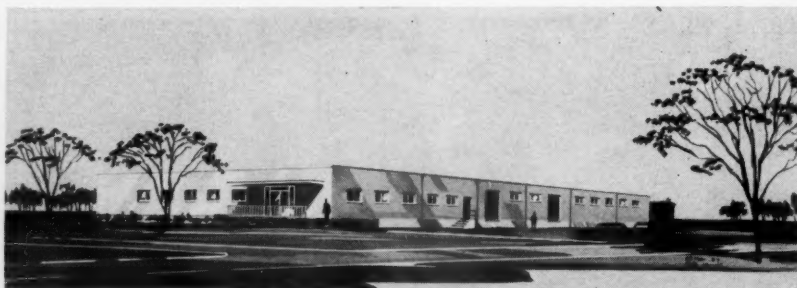
No payroll bother — we bill you weekly. All "Kelly Girls" are tested, experienced, bonded and guaranteed. Call us and describe the job you want done.



**Russell Kelly
Office Service**

1209 Simons Building
Dallas, Texas

New and Expanding Business



Seiberling Rubber Erecting Brook Hollow Warehouse

Construction has begun in Brook Hollow Industrial District in Dallas on a 25,000-square-foot office and warehouse building for the Seiberling Rubber Company of Akron, Ohio. Located at 8821 Directors Row at Profit Drive, the building, of cream-colored brick and tile construction, will be served by a Rock Island industrial spur. It will have two truck-loading doors and provide off-street parking. J. L. Williams & Company is the builder. Jack Moser of the Moser Company, Realtors, handled lease negotiations.

► Texas Instruments Incorporated and its subsidiary, Geophysical Service, Inc., are moving their corporate offices from the main plant at 6000 Lemmon Avenue into the new Exchange Bank Building at 100 Exchange Park North. Geophysical Service made the transfer July first and the Texas Instruments move is scheduled for August first. The moves are being made to help meet the need for additional manufacturing space in the main plant.

► Bearings and Seals, Inc., a wholesale and distributing firm to distribute roller bearings, ball bearings and oil seals, has begun operation at 2214 Irving Boulevard in the Trinity Industrial District. Jack C. Wellbaum is president of the firm. Ernest M. Chisholm, realtor, represented both Mr. Wellbaum and the lessor in negotiating the lease for the building which will house the office and warehouse of the firm.

Today management is predominantly optimistic. This optimism has its tangible expression in terms of growth . . . new product research and product diversification . . . new building and modernization of facilities . . . expanded sales and advertising activity. ☞ Three basic factors are responsible for this expansion . . . increased rate of population growth . . . increased desire of people for the better life . . . increased productivity. ☞ We serve a growing number of growing businesses and would appreciate the opportunity of serving you. Our record of service has been uninterrupted since 1884.

THE DORSEY COMPANY

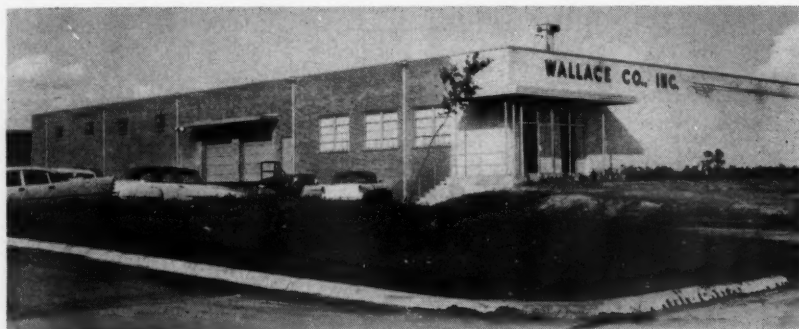
PRINTERS • STATIONERS • LITHOGRAPHERS • OFFICE FURNITURE

DALLAS, TEXAS



BUILDING

New and Expanding Business



Wallace Company Occupies Brook Hollow Building

The Dallas branch of the Wallace Company, Inc., a Texas firm which supplies industrial items for all types of oil and gas installations, has moved into a new 7,500-square-foot brick building at 8112 Chancellor Row in Brook Hollow Industrial District. The structure is served by a railway spur and has two truck loading doors and a parking area. It was erected by McFadden & Miller Construction Company for Hart Willis, Jr., who leased it to the Wallace Company through Tom A. Whitley of Watson and Watson, Realtors.



American Art Metals Moves Into New Warehouse

American Art Metals Company, manufacturer of aluminum and glass entrance doors with headquarters in Atlanta, Georgia, has moved its Dallas outlet to 8100 Chancellor Row in Brook Hollow Industrial District. The 16,500-square-foot brick building includes both warehousing facilities and 1,400 square feet of air-conditioned offices. Watson and Watson, Realtors, handled the lease negotiations on the structure, which was erected by McFadden & Miller Construction Company.

K. A. LIFSON

AND ASSOCIATES

Consultants on Management Controls

SERVING TEXAS BUSINESS

Room 601	MARKUP ANALYSIS	Suite 320
Commerce Bldg.	QUALITY CONTROL	1811 Crawford St.
Dallas	INCENTIVE SYSTEMS	Houston
RI 2-4095	OFFICE PROCEDURES	FA 3-3913
	INDUSTRIAL PSYCHOLOGY	
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Women in BUSINESS

by Jim Stephenson



MRS. LAURA SILLERS

As president of the Peerless Manufacturing Company for the last 10 years, Mrs. Laura Sillers has "engineered" a successful career for herself as a *woman in business*—a career she never dreamed of while attending the Carnegie Institute of Technology in the Roaring Twenties and studying to be a social worker.

It was at Carnegie Tech that the former Laura Burgher, Pittsburgh-born, met Don Sillers, a studious, inventive and thoroughly delightful fellow from Denver, Colorado. Laura, never—like Don—outstanding in math, nevertheless did a bit of calculating, as women will. Don's qualities added up. He was the right guy.

They were married at Pittsburgh in 1923, after Laura served for a year as assistant girl's director in Sarah Heinz House there.

They came to Dallas that same year, Don as a representative of the Foxboro Company, meter manufacturers.

A couple of years later, Don began what was to be a 20-year career with the Lone Star Gas Company and Laura started hers as a housewife and mother.

Don, gas measurement superintendent for Lone Star, retired from the Company in 1945. But since 1933 he had been inventing, developing, patterning and producing in his own small Main Street

shops—or having produced—equipment essential to oil field, refinery, chemical plant and pipeline operation. Even as the country wrestled with the Dirty Thirties, Mr. Sillers, encouraged by Laura, looked ahead, recognized many of the oil and gas industry's problems and did much to meet them.

"When he'd work late in his shop, I'd take along my mending and keep him company," Laura recalls. "I had to hear all about his latest inventions—and I was a good listener."

In 1944, the Sillers bought the site where the big Peerless plant now stands, on Walnut Hill Lane off Highway 77.

By 1947 the plant was just beginning to have a steady hum about it. Don, Jr. was in Massachusetts Institute of Technology, with two more years to go on his engineering degree.

That year Mr. Sillers died.

Loose ends at the almost-new plant had to be pulled together. A guiding hand was essential. Laura's was the only one available.

"We roughed along for a couple of years until Don could get out of school and run things," Laura says. Her son puts it differently.

"Without Mom's keen understanding of people—and of the problems of the

business that she shared with Dad—there would be no Peerless company today," he declared.

Laura's theory about a woman heading a business—especially a he-man type of business like the Sillers family's—boils down, roughly, to this: Choose a capable crew and leave it to them. Find the answers to any questions asked and ask a few yourself. It has worked out fine for Laura.

The Walnut Hill plant, enlarged several times in the last decade, and now employing close to a hundred persons, currently is adding office space.

Production has quadrupled since 1947 and Sillers equipment now is sold all over this country and in 25 others.

Laura's son, Don, Jr., is executive vice-president and her daughter, Miss Mary Sillers of New York City, is the other member of the board.

The Sillers formed an equipment sales company two years ago. It is Mechan-Equip, with offices in the National City Bank Building.

Aside from business, Laura Sillers likes to travel.

Another of her interests is a lively pair of grandsons, Don III, now 6, and Robert, 3.

Naughton



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Are you still using the old "6% of purchase price" rule for figuring inventory storage costs? Recent studies* by top U. S. manufacturers indicate you had better take a second look because costs today have reached an all-time high.

Labor is the big single factor, running around 4½ % for handling, recording, making inventories, etc. Other factors are housing, 2½ %; insurance, taxes and interest, 4½ %; spoilage and pilfering, 1½ %; and obsolescence, 4%.

With an established steel warehouse like McCormick in your back yard, you would be wise to re-examine your bulk steel buying practice. For example, compare the price of mill quantity extras with McCormick's quantity discount for combination orders.

McCormick stocks alloy and carbon products of 19 major producers. Call today, but don't just call for a price. Let one of McCormick's experienced steel men help you with an honest, objective analysis of your steel buying problems.

*Reported in Iron Age, March 29, 1956.

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APPOINTMENTS AND PROMOTIONS



POTTER

HULCY

LESTER T. POTTER has been elected president of the 48-year-old Lone Star Gas Company. Mr. Potter succeeds **D. A. HULCY**, who served as president more than 17 years and who will remain with the company as chairman of the board.

Mr. Potter has been with Lone Star for 29 years and has been executive vice-president since January, 1954. At the age of 51, he is one of the youngest of Lone Star's official group. He joined the gas company's general headquarters in Dallas the day following his graduation from Texas A & M College in 1928 with a degree in mechanical engineering.

The new Lone Star president has played a principal role in developing improved methods for increasing work effectiveness in the company's operation. His theme of better supervisory procedure is carried throughout the courses of training consisting of conferences for supervisors at various points throughout Lone Star's operating territory in Texas and Oklahoma.

Mr. Hulcy's career with Lone Star began in 1920 as a clerk in the accounting department. He was elected president on February 12, 1940. Under his leadership the firm's assets have grown from approximately 100 million dollars to over 411 million as of May 31 of this year. Since his election as president, capitalization of the company has grown from 65 million dollars to more than 275 million at the end of May.

During his entire Lone Star career, Mr. Hulcy has been active in the business, social, civic, welfare and church affairs of Dallas, Texas and the nation. He served as president of the Dallas Chamber of

Commerce for three consecutive years, was drive chairman and president of the Dallas Community Chest, and president of the Dallas Citizens Council. He holds honorary Doctor of Laws degrees from Texas Wesleyan College and North Texas State College. The Dallas Sales Executive Club named him "Salesman of the Year" in 1951, and in 1948 he received the Linz Award for "Outstanding Community Service" in Dallas.

★
FRED F. ALFORD, SR. and **W. GARLAND MEDARIS** have been elected directors of the Graham-Brown Shoe Company and the Austin Shoe Stores. Mr. Alford is president of the Alford Refrigerated Warehouse and a director of Paul's Shoe Stores. Mr. Medaris is president of Medaris Company, Inc., distributor of Philco products, Columbia records, and Congoleum Nairn floor coverings.

★
C. T. (KAY) SMIECINSKI has joined Walker-McDonald Bit Company, Dallas, and will be in charge of rock bit designs and production. A graduate of Warsaw Polytechnic Institute in Poland with a master's degree in mechanical engineering, Mr. Smiecinski has designed rock bits during the past ten years for manufacturers in Texas, Oklahoma and Kansas.

★
JACK W. SCHMIDT has been named vice-president and manager of a newly-created credit life department in the group division of Republic National Life Insurance Company. Mr. Schmidt joined Republic in 1956 following 17 years of group insurance experience. New vice-president and sales manager of the group division is **MILTON W. ROAF**, a newcomer to the company who has been in the life insurance business since 1948.

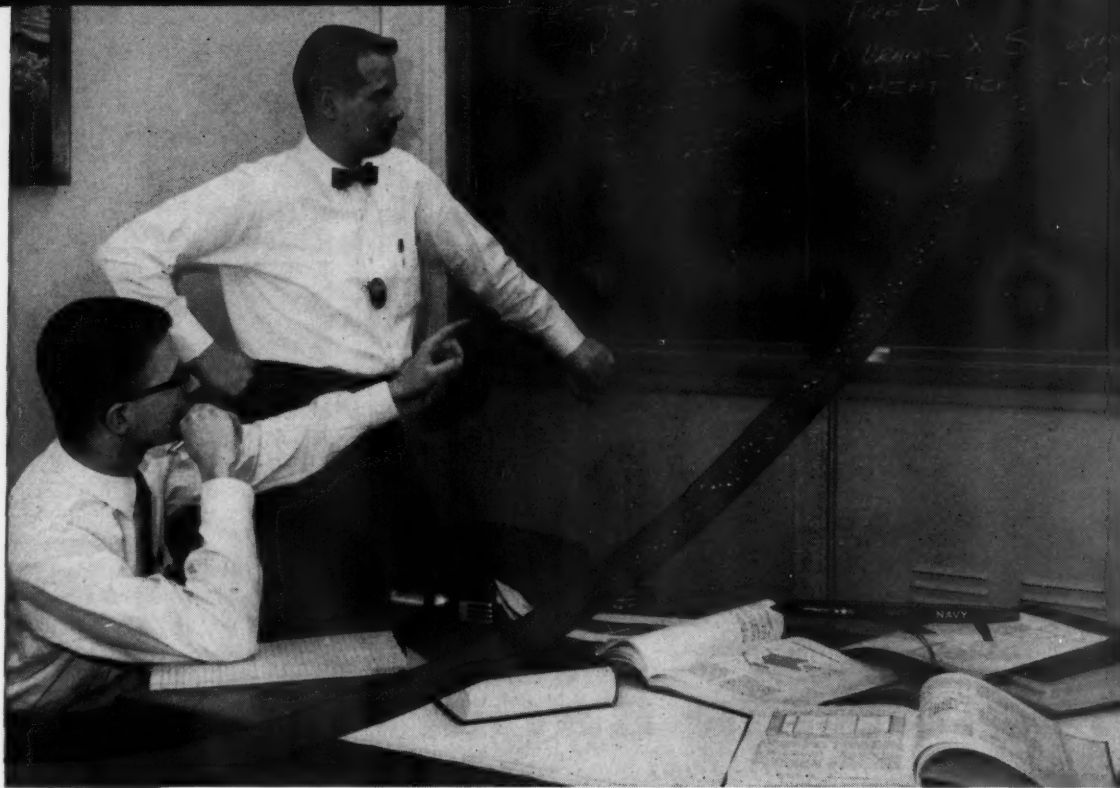
★
W. P. (PETE) WHALEY, C. L. U., immediate past president of the Dallas Association of Life Underwriters, has been named by Pacific Mutual Life Insurance Company as manager of its Dallas agency. Mr. Whaley, who resides at 3513 Bryn Mawr, has been active in Dallas insurance circles for the past 24 years.

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Appointments and Promotions—



GEORGE H. BRADNER has been appointed vice-president director of marketing for Rich Plan Corporation, national food-freezer organization. Formerly vice-president of marketing for F. C. Russell Company in Cleveland, Ohio, Mr. Bradner will direct Rich Plan sales and marketing program from national headquarters in the Meadows Building.

✱

ROBERT TURNER has been promoted to the position of Southwestern region sales manager of the Phillips-Jones Corporation, manufacturers of Van Heusen shirts and other men's wear items. Mr. Turner, who joined the firm in 1947 as sales representative, will maintain headquarters in Dallas.



WAYNE E. DOUGLAS of Dallas has been promoted to the post of sales promotion manager for Clampitt Paper Company. Mr. Douglas, a resident of Dallas for some 20 years, joined Clampitt in 1952 as a warehouse trainee. Later he was advanced to the city sales staff. He was named office manager in January, 1956, and held this position until his present promotion.

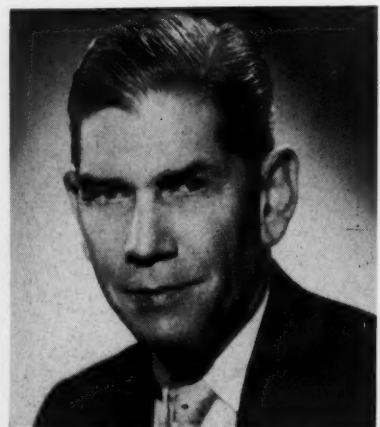
DALLAS • JULY, 1957

Appointments and Promotions—



ANDREW BUTYNES has been appointed account executive for The McCarty Company of Texas, advertising and public relations counsellors in Dallas. Mr. Butynes formerly was associated with the Centex Construction Company, Inc., of Dallas, as advertising and public relations manager. He will continue to handle the Centex account in addition to other commercial and industrial developments.

★
JOHN M. DUNCAN has been named superintendent of the Dallas Transit Company's Oak Cliff Transportation Division, and **ROY DALTON** has been selected assistant superintendent of the division. Mr. Duncan joined the firm in 1922 and Mr. Dalton was employed in 1929. Both started as street car operators.



ERNEST S. LOVAN has joined Dan Goodrich Advertising as an associate. The agency specializes in advertising and sales promotion for the oil country with offices at 731 Meadows Building. In Dallas for the past 15 years, Mr. Lovan has served in an executive capacity in the agency field. He is a member of the National Industrial Advertising Association and the Dallas Advertising League.

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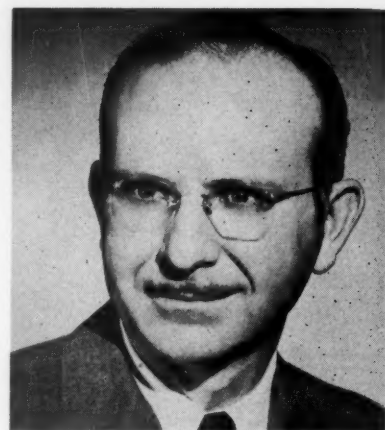
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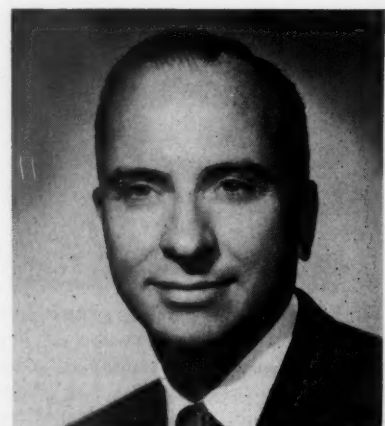
Southwestern Life Insurance Company

Appointments and Promotions—



DR. JERRY E. DRAKE, professor of marketing and chairman of the marketing department at Southern Methodist University, has been appointed director of marketing and market research for The McCarty Company of Texas, advertising and public relations counsellors in Dallas. In his new capacity, Dr. Drake will make available to business firms in the Southwest a full-fledged marketing service for use in determining sales potentials and other factors of importance in reaching sales goals.

★
THEODORE CARR, JR., of Fort Worth has been named manager of the estimating and cost department of Par Printing Company in Dallas. Mr. Carr attended Oklahoma A & M College and later received a bachelor's degree in business economics from The University of Texas. Before joining the Dallas firm, he was general manager for a printing company in Houston.



GORDON F. HILLMAN has been elected a vice-president of Reserve Life Insurance Company, of Dallas. Mr. Hillman is in charge of the Disability Insurance Sales Department of Reserve Life.

progress and outlook...

To the Stockholders:

The three most important factors in evaluating the worth, growth and progress of a crude oil producing company are (1) the amount and trend of crude oil and gas sales; (2) cash earnings; and (3) oil and gas reserves. In 1956 your company experienced substantial increases in all three of these vital categories.

By checking the Comparative Progress Summary, opposite, you will readily see the growth your company has experienced. Crude oil and gas sales, which amounted to \$273,818 for 1955, increased to \$588,842 in 1956 for a 115% gain over 1955. Cash earnings increased from \$495,633 in 1955 to \$747,803 in 1956, a gain of 51% over 1955. The third factor, oil and gas reserves, doubled during 1956, from 3,076,608 barrels as of December 31, 1955 to 6,106,669 barrels as of December 31, 1956. Of the total reserves, 3,017,669 are considered proven primary, and 3,089,000 are considered as secondary recovery reserves.

The outlook for 1957 is excellent and further substantial increases in all three of the above categories should be realized.

James R. Wendover
James R. Wendover
President

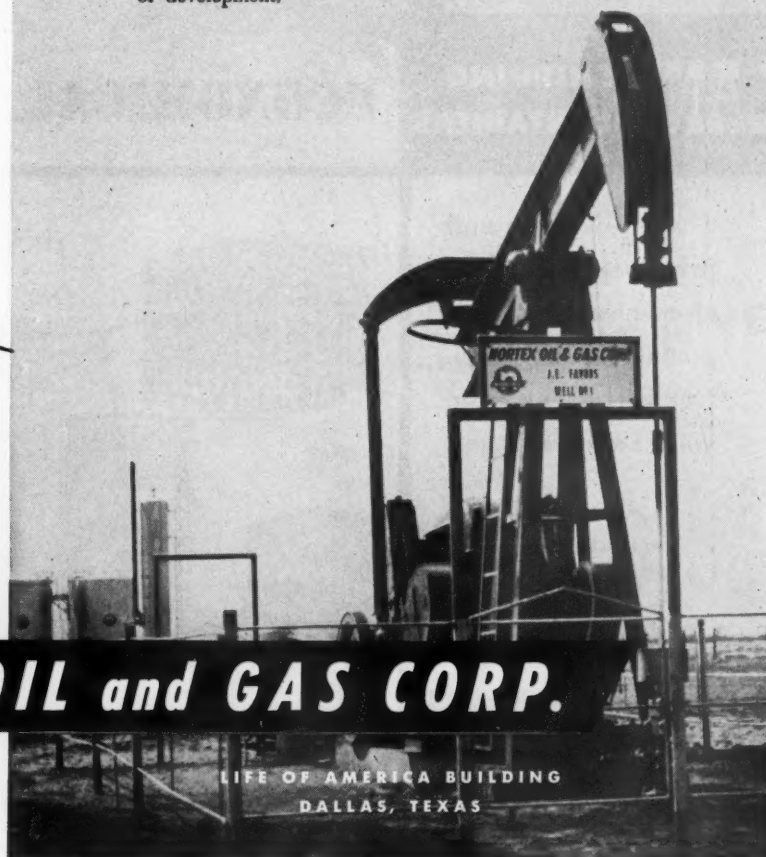
NORTEX OIL and GAS CORP.

COMPARATIVE PROGRESS SUMMARY as of December 31, 1956

	1956	1955	1954
Cash Earnings (1)... \$	747,803	\$ 495,633	\$ 4,796
Net Earnings (2)...	28,441	159,626	(67,632)
Crude Oil and Gas Sales	588,842	273,818	20,983
Drilling Contract Revenue	1,158,089	967,253	62,657
Equipment Rental Income	200,507	33,891	-0-
Total Assets (at cost) (3)....	5,935,136	1,879,641	415,171
Net Worth (exclusive of oil and gas reserves)	2,865,827	1,142,092	273,360
Oil and Gas Reserves (4)	6,106,669 bbls.	3,076,608 bbls.	500,000

Notes:

- (1) Before deduction of depreciation, depletion, abandonments and dry holes, and write-off of deferred charges.
- (2) Company policy is to expend estimated taxable net earnings on drilling operations.
- (3) After deduction for depreciation and depletion.
- (4) Includes gas reserves of 7,008,264 mcf converted to oil on the basis of 20 mcf of gas equaling 1 barrel of oil; total reserves also include 3,089,000 barrels of secondary recovery oil in process of development.



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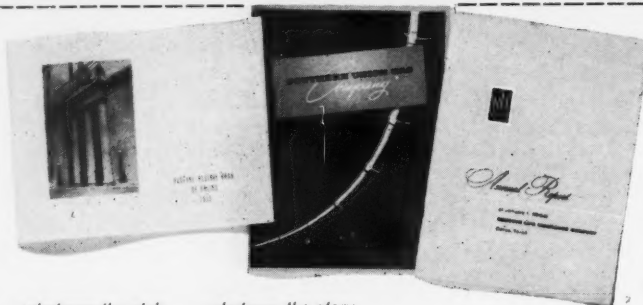
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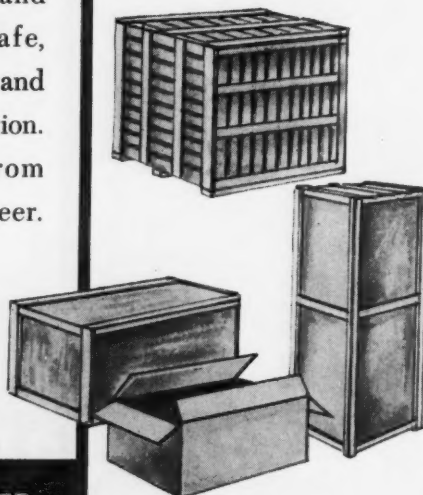
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ALL SIZES AND SHAPES**Appointments and Promotions—**

JAMES F. ATKINS has been elected secretary and re-elected treasurer of Bell Helicopter Corporation at Hurst. Mr. Atkins joined Bell in 1940, rising through the accounting department to division controller. He was named treasurer on January 1, 1957. In other action, Bell directors elected **RAY P. WHITMAN**, first vice-president of the parent Bell Aircraft Corporation, to the board of the helicopter firm at Hurst. Bell also has appointed **NORMAN HAINSEY** as assistant director of industrial relations. Mr. Hainsey has been with Bell Aircraft's labor relations department a Buffalo, New York, for the past eight years, and has just moved to the Dallas area.



ERICKSON



ADAMS

R. C. ADAMS, JR. and **R. E. ERICKSON** have been elected vice-presidents and directors of The Murmanill Corporation. The new officers have assumed additional duties in the Dallas headquarters of the investment management firm. Mr. Adams has been with Murmanill since 1954 and was active in organizing one of its subsidiaries, the Simi Valley Development Company in Los Angeles. Mr. Erickson, associated with the firm since 1951, heads several of the corporation's enterprises in Mexico and Central America and is a director of other subsidiary companies.

Appointments and Promotions



JACK FRANZEN has been named sales manager of Fox and Jacobs Construction Company. Mr. Franzen has an engineering degree from the University of Miami. He has been general manager of Huttig Sash and Door Company of Texas since 1955, and before that was sales manager of that company.

KINGSLAND SMITH, who has been manager of the installment loan department of The American Bank & Trust Co. has been advanced to assistant vice-president in charge of the loan and discount departments. In other promotions, **HAROLD MARTIN**, who joined the bank in 1948 in the bookkeeping department, has been advanced to assistant cashier in charge of that department. **D. GARLAND LANINGHAM**, who has been in the tellers department, has been made assistant cashier in charge of that department. And **A. L. (BUCK) SUMMERS** has assumed duties as assistant cashier of the new accounts department.

★

HORACE C. LEMONS has been named assistant cashier of the Mercantile National bank. An employee of the bank for ten years, Mr. Lemons has been in the city new business development department and will assume his new responsibilities in the national accounts division.

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P. H. Huffstetler, Manager
Dallas

Appointments and Promotions—



BEAVERS

SCHUMACHER

VICTOR P. SCHUMACHER has been elected new president and director of Merchants State Bank, Ross at Henderson, **W. M. BEAVERS**, founder and president of the bank since its organization in 1946, has been named chairman of the board. Mr. Schumacher has been associated with Texas Bank and Trust since 1948 as vice-president, director, loan officer, and recently chairman of the loan committee. Previously he was employed by the Federal Reserve System, principally as bank examiner. Merchants State's new president is a director of the Children's Bureau, treasurer of the Downtown Club, member of the Dallas Council on World Affairs and the American Institute of Banking and associate member of the Independent Petroleum Association of America.

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Appointments and Promotions—



WILLARD J. EPKE is a new vice president of the W. H. Gunlocke Chair Company of Wayland, N. Y., and newly appointed general manager of Gunlocke Chair Co. at 9009 Chancellor Row, Brook Hollow Industrial District, Dallas. Mr. Epke moved to Dallas to take over the managership of the new factory which builds upholstered and wood chairs for office and commercial use. He attended St. Mark's University in Canton, N. Y., and is a graduate of Syracuse University. He also attended the University of Rochester and has been with the W. H. Gunlocke Chair Company for ten years.

★

MISS BETTY CLEMENTS of Dallas has been named new director of women's housing at Southern Methodist University. Miss Clements, who was born in Highland Park, received her education at Southern Methodist University, Texas State College for Women and the University of California. In her new post, she will supervise housing for several thousand co-eds in dormitories and sorority houses.

★

ROBERT O. FORD, member of the Dr. Pepper Company traffic department for the past six years, has been promoted to assistant traffic manager. A graduate of the Freight Traffic Institute of Chicago, Mr. Ford moved to Texas in 1942 and has been active in traffic work some 20 years. His experience includes rail, airline and motor transportation.

★

CHARLES E. BAILEY has been named a partner in Munger & Moore, 309 North St. Paul St. A graduate of Texas A&M College, Mr. Bailey has been with the firm ten years, and prior to that was a special agent with Continental Casualty Company.



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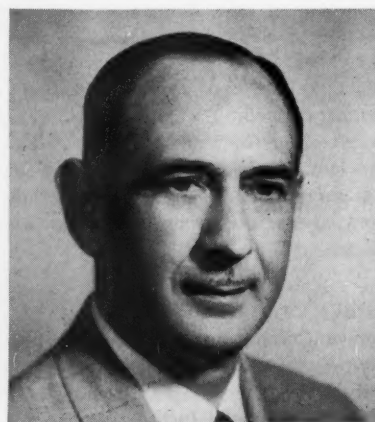
Appointments and Promotions—



STROM

HEDEMAN

L. D. STROM and **W. R. HEDEMAN, JR.**, have been appointed assistant chief engineers in the Apparatus division of Texas Instruments Incorporated. Dr. Strom, a member of the firm's engineering staff since 1951, has been on leave of absence for two years of advanced study at the University of Texas where he recently received his doctor's degree in electrical engineering. Dr. Hedeman, before joining Texas Instruments, was for four years chief of electronics design at Chance Vought Aircraft. He received his doctor's degree in electrical engineering from the Massachusetts Institute of Technology in 1939. Both Dr. Strom and Dr. Hedeman are members of the Institute of Radio Engineers.



REAR ADMIRAL H. W. SEELY (Ret.) has joined Texas Instruments Incorporated as field service engineering representative for the Washington, D.C. area. Admiral Seely, a graduate of the U. S. Naval Academy in 1932, served 24 years in the Navy before retiring in 1956. He will serve in a liaison capacity between the Defense Department and Texas Instruments management and engineering personnel on matters or requirements, development and procurement.

Tom Guineas

DALLAS • JULY, 1957

Appointments and Promotions



NOLAND E. ANDERSON, assistant office manager of Sun Oil Company's Southwest Division since April 1951, has been

named office manager, and **WILBUR C. KEITH**, formerly supervisor of general accounting, has been named assistant office manager. Both Mr. Anderson and Mr. Keith are natives of Dallas, and have been Sun men since school days.

★

HAROLD R. GORDON and **JAMES P. CLARKE** have been appointed to the executive staff of A. Harris & Company. Mr. Gordon, who has been associated with Sears, Roebuck & Company for the past ten years, has been named assistant merchandising manager of the men's and home furnishings divisions. Mr. Clarke, assistant credit manager of Foley's in Houston for six years, is the new credit manager for the downtown and suburban Oak Cliff Center stores.

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Dallas *Pioneers*



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1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1874 Binyon-O'Keefe
Warehouse Co.
"Moving, Household Goods, and
Commercial Warehousing"

1876 Trezevant &
Cochran
Insurance Managers

1878 National Bank
of Commerce
Banking

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1890 William S.
Henson, Inc.
Advertising Printing

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies



DALLAS was a long thirty miles PLUS from Fort Worth over narrow winding roads when the above 1917 photo was snapped in front of the Binyon-O'Keefe loading dock in Fort Worth. The transition from "hay burners" to gasoline transport shown just four decades ago has been concurrent with highway development shortening time and distance. In 1920 and 1921 a 20-foot concrete slab was laid over most of the winding route that is now U.S. Highway 80. In 1927, Binyon-O'Keefe established their first Dallas branch in a Poydras Street location. Later the firm moved to 2221 Laws Street and began merchandise warehousing and later expanded into the household storage business at 2227 Laws. In 1937 the firm joined Allied Van Lines and have been associated with this national organization since. In 1934 the route for U.S. Highway 80 was straightened and improved to a four lane road which again shortened the Dallas-Fort Worth route. In 1951 the Binyon-O'Keefe Warehouse Co. moved to its present location at 2155 Oak Lawn. Under the direction of Herbert E. Walker, Vice-President, the firm has 80,000 square feet of space on one level and is engaged in moving household goods and commercial warehousing. Next month the opening of the new Fort Worth-Dallas Toll Road with three lanes in each direction will bring the downtown sections of the two cities within minutes of each other.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1911 W. W. Overton
& Co.
Investments

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1912 Stewart Office
Supply Company
Stationers — Office Outfitters

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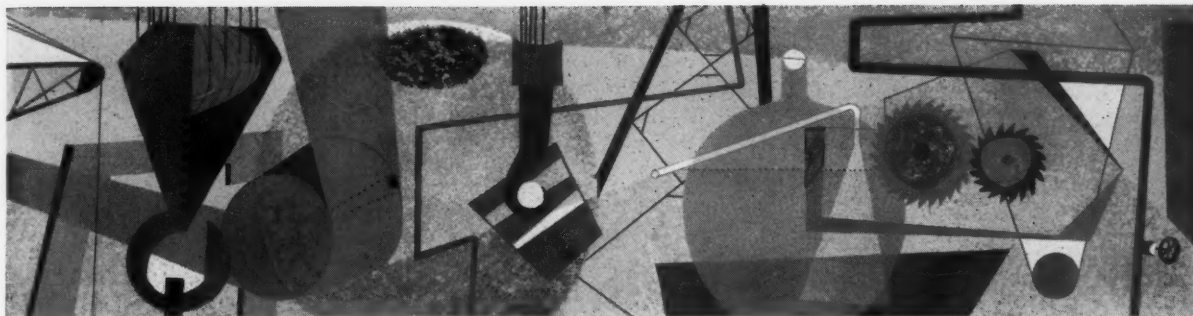
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HAS REAL MEANING
FOR YOU IN
YOUR ULTIMATE PROFIT**

*and, of course, the more complete
your engineering, the more
marked these advantages will be.*



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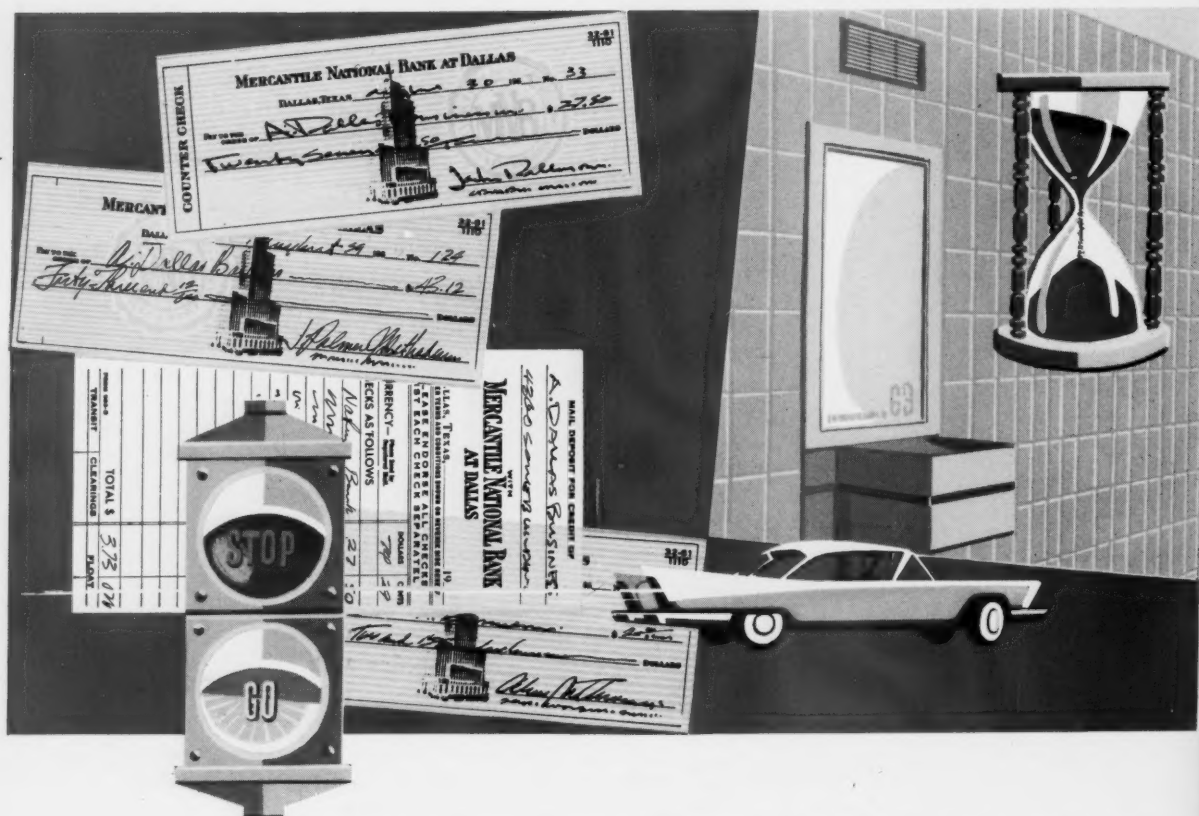
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DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

